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ABSTRACT

A proposal by the trustees of California State University to purchase a 350- to 400-acre site for a permanent upper-division and graduate off-campus center of San Diego State University in the city of San Marcos is considered. The proposal is evaluated in light of criteria contained in "Guidelines and Procedures for Review of New Campuses and Off-Campus Centers" of the California State Postsecondary Education Commission. The question of whether the north county area needs only an off-campus center or a full four-year campus is discussed. Strengths and weaknesses of the proposal and recommendations regarding the center are considered. Two principal findings are: (1) because the need for expanded educational services in the North San Diego County area is great, the legislature and governor should provide funds in the 1987 Budget Act to purchase a large site for eventual use of the center; but (2) because of deficiencies in the State University's proposal regarding the center's projected enrollment, academic master plan, and services to the disadvantaged, the legislature and governor should approve no funds for development of the site until the Commission concludes that these deficiencies have been corrected. (SW)

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Summary

Section 66904 of the *Education Code* states the Legislature's intention not to approve State funds for new campuses or off-campus centers without the Commission's concurrence. Pursuant to that requirement, in 1986 the Trustees of the California State University submitted to the Commission a proposal to purchase a 350- to 400-acre site for a permanent upper-division and graduate off-campus center of San Diego State University in the City of San Marcos in northern San Diego County.

This report responds to that proposal. Chapter One on pages 1-4 outlines the history of the proposal; Chapter Two on pages 5-40 evaluates it in light of the Commission's ten criteria in its *Guidelines and Procedures for the Review of New Campuses and Off-Campus Centers*; Chapter Three on pages 41-42 discusses the question of whether the north county area needs only an off-campus center or a full four-year campus; and Chapter Four on pages 43-46 offers eight conclusions about the strengths and weaknesses of the proposal and five recommendations regarding the center.

The report contains two principal findings: (1) because the need for expanded educational services in the North San Diego County area is great, the Legislature and Governor should provide funds in the 1987 Budget Act to purchase a large site for eventual use of the center, but (2) because of deficiencies in the State University's proposal regarding the center's projected enrollment, academic master plan, and services to the disadvantaged, the Legislature and Governor should approve no funds for development of the site until the Commission concludes that these deficiencies have been corrected.

The Commission adopted this report on February 2, 1987, on the recommendation of its Policy Evaluation Committee. Further information about the report may be obtained from William L. Storey of the Commission staff at (916) 322-8018 or from Suzanne Ness, the public information officer of the Commission, at (916) 322-0145.

PROPOSED CONSTRUCTION OF SAN DIEGO STATE UNIVERSITY'S NORTH COUNTY CENTER

*A Report to the Governor and Legislature
in Response to a Request for Capital Funds
from the California State University
to Build a Permanent Off-Campus Center
of San Diego State University in San Marcos*

CALIFORNIA POSTSECONDARY EDUCATION COMMISSION
Third Floor • 1020 Twelfth Street • Sacramento, California 95814-3985





**COMMISSION REPORT 87-5
PUBLISHED FEBRUARY 1987**

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SECTION 66903(5) of the *Education Code* states that the California Postsecondary Education Commission "shall advise the Legislature and the Governor regarding the need for and location of new institutions and campuses of public higher education." Section 66904 provides further that:

It is the intent of the Legislature that sites for new institutions or branches of the University of California and the California State University, and such classes of off-campus centers as the commission shall determine, shall not be authorized or acquired unless recommended by the commission.

Pursuant to that legislation, the Commission developed a series of guidelines and procedures for the review of such proposals in 1975 and revised them in 1978 and 1982. Using these guidelines, reproduced in Appendix A, the Commission has evaluated the California State University's proposal for a permanent off-campus center of San Diego State University in the City of San Marcos in northern San Diego County.

The California State University currently operates six major off-campus centers:

1. The San Francisco Center of San Francisco State University (in cooperation with the San Francisco Community College District);
2. The Stockton Center of California State University, Stanislaus;
3. The Pleasant Hill Center of California State University, Hayward;
4. The Ventura Learning Center of California State University, Northridge (operated jointly with the University of California, Santa Barbara);
5. The Coachella Valley Center of California State University, San Bernardino; and
6. The San Marcos Center of San Diego State University.

All six of these centers are housed in leased space. The proposal reviewed in this report -- affecting the

sixth of them -- is the first for a center in permanent State University-owned facilities.

Origins of the proposal

The State University's efforts to establish a permanent presence in northern San Diego County date back to the 1960s. In 1969, the Office of the Chancellor issued a staff report which concluded that "an ultimate need existed" for an additional State College campus in the area (The California State Colleges, 1969, p. iv). Chancellor Dumke forwarded the report to the Coordinating Council for Higher Education, but the Council took no formal action on it, explaining that no additional facilities could be considered "until presently available facilities on existing campuses were . . . more adequately and properly financed" (Spaulding, 1970).

Throughout the early 1970s, the San Diego Chamber of Commerce, political leaders, and business and civic groups continued to encourage the development of a north county campus, despite diminished State University interest in such a campus -- a circumstance precipitated in part by the fact that the Trustees increased the enrollment ceiling at San Diego State University by almost 25 percent in the early '70s, thereby relieving most of its enrollment pressures.

In the summer of 1976, San Diego State University administrators and faculty met with officials from the Office of the Chancellor to consider alternative approaches to serving the north county area. Throughout the late 1970s, however, higher education enrollments declined, and a number of State University campuses developed excess capacity. Although San Diego State University continued to reach its maximum enrollment level, the legislatively established policy of "redirection" dictated that its excess enrollments be accommodated on other campuses within the State University system. In addition, due principally to the passage of Proposition 13, available resources within the State budget were reduced to the point where funding for a new

campus in the north county area could not reasonably be expected.

In the face of these realities, the Office of the Chancellor abandoned plans for a north county campus, suggesting instead that San Diego State University "seriously consider the alternative of offering classes in a satellite center" in order to provide the higher education opportunities requested by residents in the north county area (The California State University, 1979, p. 1). That suggestion led to the development of a formal proposal for establishing a State-supported upper-division and graduate center in leased facilities in the City of Vista. That proposal envisioned the offering of between 20 and 24 courses in four degree areas during the first year. The Office of the Chancellor submitted that proposal to the Postsecondary Education Commission in February 1979, and in May, the Commission approved the following motion in which it deferred action:

Resolved, That the California Postsecondary Education Commission take final action on the proposed center in northern San Diego County when its off-campus study is completed and the general policy issues regarding off-campus instruction in California are resolved.

The Commission published that study, *Degrees of Diversity*, in March 1980, but the subject of the north county center was never raised. The fact that no capital outlay funds were requested for the center at that time may have persuaded the Commission that no further action was required.

In September 1979, San Diego State University opened its North County Center in leased facilities in Vista with 148 headcount students (60 full-time-equivalent students). Enrollments grew rapidly, as shown in Display 1 below, and three years later, the center moved into expanded facilities in San Marcos -- its present location.

DISPLAY 1 *Headcount and Full-Time-Equivalent Enrollments, and Number of Courses Offered at the Vista/San Marcos Center, 1979-80 to 1986-87*

Year	Number of Students				Number of Headcount Students per Full-Time-Equivalent Student	
	Headcount		Full-Time-Equivalent			
	Fall	Spring	Fall	Spring	Fall	Spring
1979-80 ¹	148	221	60	90	2.5	2.5
1980-81 ¹	253	317	105	129	2.5	2.5
1981-82 ¹	283	237	115	96.3	2.5	2.5
1982-83 ¹	296	269	83.1	76.1	3.6	3.5
1983-84 ²	333	328	84.9	93.5	3.9	3.5
1984-85 ²	373	414	164.2	177.5	2.3	2.3
1985-86 ²	639	740	263.5	278.7	2.4	2.7
1986-87 ²	967	N/A	360.1	N/A	2.7	N/A

1. Estimated (Prior to Fall 1983, both headcount and full-time-equivalent figures for the San Marcos Center were subsumed under the larger totals for San Diego State University.)

2. Actual.

Source: The California State University, 1986g.

Recent developments

In 1984, Chancellor Reynolds appointed an ad hoc staff committee, chaired by Deputy Provost John M. Smart, to explore the need for new State University services throughout the State. That committee reported on January 10, 1985, that upper-division and graduate offerings were needed in several areas of the State, including Contra Costa County, the City of Ventura, and northern San Diego County, and that this need should be accommodated in off-campus centers. It proposed no new four-year campuses for the foreseeable future, and it concluded its report by recommending that:

funding be provided for studies to accomplish . . . detailed planning for the possibility of the location of a permanent . . . Contra Costa Center at the State-owned site [and] marketing and demographic studies in Ventura and Northern San Diego County to facilitate planning for expanded center operations and studies to determine the best location and circumstances for expanded center facilities (The California State University, 1985, p. 25).

During the 1985 legislative session, Senator William A. Craven of Carlsbad introduced Senate Bill 1060, which appropriated \$250,000 to enable the Trustees to perform population projections, an industry and income profile, an analysis of specific educational program requirements, and an assessment of overall educational needs and currently provided services. Following legislative and gubernatorial approval of the bill (Chapter 575, Statutes of 1985), the Trustees contracted for the study with Tadlock & Associates of Carmel, California, who completed their report in March 1986. In that report, the consultants made four major recommendations:

1. That CSU [California State University] plan for a comprehensive campus in NCSA [North County Service Area] to house a minimum of 14,900 enrollment and a maximum of 21,000 by the year 2010.
2. That CSU acquire the site as rapidly as possible because rapid commercial and residential growth in the area is depleting good site availability and increasing costs.
3. That CSU locate the site on the Highway 78 corridor or its connections to I-5 and I-15 to

obtain optimum ease of access for a maximum number of NCSA residents.

4. That particular attention be given to meet the following major educational needs:

Education
General Service Operations
Business
Information Services and Systems
Health Services
General Education

After reviewing the consultant's report, the Trustees approved a resolution on May 21, 1986, which contained these operative sections:

RESOLVED, That the Board of Trustees of the California State University recommends that a site suitable for facilities of the California State University be acquired in North County San Diego in close proximity to the ocean communities and inland communities of North County, and be it further

RESOLVED, That this finding be made known to State officials and the California Legislature; and that the California Postsecondary Education Commission be formally requested to make [a] recommendation on this proposal pursuant to *Education Code*, Section 66904, as soon as practicable, and be it further

RESOLVED, That the Board of Trustees anticipates in the not too distant future making a recommendation regarding a specific site or sites for which negotiations can be commenced.

Throughout the summer of 1986, State University officials surveyed the North County area for potential sites, and two were found -- Bressi Ranch in the east Carlsbad area, and Prohoroff Ranch in San Marcos. After a considerable exploration of the advantages and disadvantages of each, the Prohoroff Ranch site was selected, and discussions are proceeding concerning the purchase price. (The Commission discusses the suitability of these sites on pages 32-36 below.)

On September 26, 1986, Deputy Provost John M. Smart wrote to Executive Director William H. Pickens (Appendix B) and formally transmitted the North County proposal to the Commission. In that letter, Dr. Smart noted that funds had been requested within the State University's 1987-88 Capital Outlay Program for land acquisition and master

planning for two sites, one in San Diego County, and one in Ventura County. The amount requested is \$19.2 million, a somewhat general figure designed to prevent the owners of the property from determining the exact amount the State may be willing to pay.

Commission analysis of the proposal

Chapter Two of this report contains the Commis-

sion's analysis of the north county proposal in light of its criteria for approving new campuses and off-campus centers of California's public colleges and universities.

Chapter Three discusses the question of whether northern San Diego County will need more than an off-campus center.

And Chapter Four presents the Commission's conclusions and recommendations regarding the proposed center

AS noted in Chapter One, the Commission approved its guidelines and procedures for the review of new campuses and off-campus centers in 1975 and revised them in 1978 and 1982. These guidelines include 23 criteria that, collectively, constitute a test of any new campus's or center's overall viability for a foreseeable future that usually extends for five to ten years. They are concerned with a number of subjects, including enrollment projections, a cost-benefit analysis of alternatives, consultation with other segments and adjacent institutions, avoidance of program duplication, adequacy of public transportation, and service to disadvantaged populations. In this chapter, the Commission discusses the State University's proposal to establish a permanent off-campus center in northern San Diego County within the context of each of its relevant criteria.

The State University developed the proposal under its own 11 criteria, which the Trustees adopted on January 15, 1986, in response to Senate Bills 1060 (Craven), 785 (Boatwright), and 1103 (Hart). All of these bills provided that "the Trustees shall develop explicit criteria for the development of any proposals for the state-funded purchase or construction of off-campus centers within the California State University." That list of criteria, which was reviewed and approved by the Commission on June 9, 1986, parallels the Commission's criteria but also contains three significant additions:

Trustees' Criterion 1: There is a history of offering off-campus upper-division and graduate courses leading to academic degree programs. This criterion would normally be met by the successful operation of an approved, State-supported, off-campus center in the region for at least three years prior to authorization of the establishment by the Board of Trustees of a permanent center.

Trustees' Criterion 5: The projected FTE enrollment at the center is not less than 200 annual FTE in the third year of operation in the new facility. The center will have the expectation of a sustained level of 500 annual FTE by the fifth year of operation in the new facility with enroll-

ment growth expectations beyond that level in the next 5-10 year period.

Trustees' Criterion 10: If facilities permit, and there is demonstrable need, campuses other than the campus which operates the permanent center may be authorized by mutual agreement of all parties concerned to offer degree programs at the facility.

Although different in some specifics from the Commission's guidelines and procedures, none of these criteria is inconsistent with them, and all three are helpful in clarifying issues and assuring that any permanent center will serve the community in which it is located without damaging the educational or fiscal integrity of neighboring institutions.

The following discussion of the Commission's criteria as they apply to the north county proposal takes into account these three Trustees' criteria.

Adequate enrollment projections

Commission Criterion 1: Enrollment projections should be sufficient to justify the establishment of the new off-campus center. Five-year projections must be provided for the proposed center, with enrollments indicated to be sufficient to justify its establishment. For the University of California and the California State University, five-year projections of the nearest campus of the segment proposing the center must also be provided. For the Community Colleges, five-year projections of all district campuses, and of any other campuses within ten miles of the proposed center, regardless of district, must be provided. When State funds are requested for an existing center, all previous enrollment experience must also be provided. Department of Finance enrollment estimates must be included in any needs study.

The State University calculates the enrollment potential of the North Campus Center in the early

1990s at 4,013 full-time-equivalent students, but the Commission projects likely enrollment in 1990 at only 1,412. The considerable discrepancy between these two forecasts raises questions about the State University's enrollment projections, and the following paragraphs therefore explain their background in detail.

In past assessments of the need for new campuses and off-campus centers, the Commission and State University have used two basic techniques to project potential enrollments:

- The first involves a mail survey of area residents that measures their desire to attend and indicates their curricular preferences. The State University used this method to determine the need for the Contra Costa Center of California State University, Hayward in Pleasant Hill and the Coachella Valley Center of California State University, San Bernardino in Palm Desert. Although it is too soon to tell how accurate the Palm Desert projections will be, the first-year projections for the Contra Costa Center were accurate within a few percentage points.
- The second technique is to analyze population trends and demographics and then to apply reasonable college-level participation rates to determine how many students are likely to seek courses. This approach, used extensively in projecting enrollments for Community College off-campus centers, has tended to be somewhat less accurate. In the State University's needs study for the North County Center, it surveyed community residents; but while the survey revealed some interesting data on curricular preferences, it was not designed to produce enrollment estimates. Consequently, the State University's entire enrollment justification for the center is based on its analysis of population demographics, participation rates, and unit loads. That justification emerges from two sources -- the study for the State University by Tadlock & Associates, and the State University's own needs study. Each takes a slightly different approach, and both are discussed below.

The Tadlock study

The Tadlock & Associates study commissioned by the Trustees relied heavily on the county-wide population forecasts through the year 2010 of the Popula-

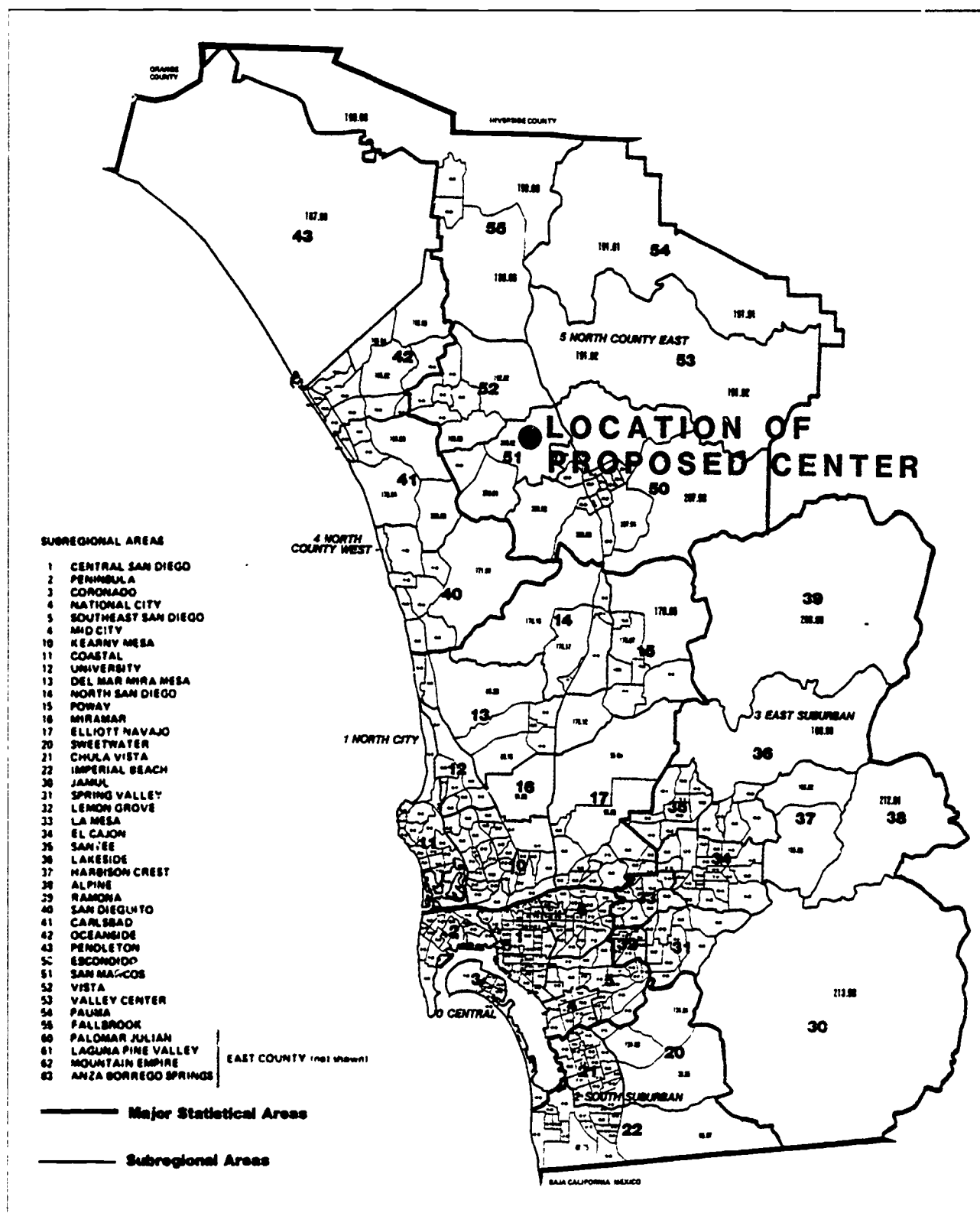
tion Research Unit of the California State Department of Finance and seven sub-county area projections through the year 2000 of the San Diego Association of Governments. A map of San Diego County delineating these seven sub-county statistical areas is reproduced in Display 2 on page 7, and the forecasts are shown in Displays 3 and 4 on pages 8 and 9. Display 4 also shows further estimates developed by Tadlock that include 2005 and 2010. The latter were based on an assumed growth rate of 1.6 percent per year, which Tadlock claims is "the recent annual growth rate" (Tadlock, p. 19). The Commission has been unable to verify this percentage from the data supplied by the State University, but it is lower than either the Department of Finance or the San Diego Association of Governments projections through the year 2000. The Department of Finance estimates annual growth between 1985 and 2000 at 1.9 percent and at 1.1 percent thereafter (California State Department of Finance, 1983), while the Association of Governments estimates growth between 1985 and 2000 at 1.7 percent.

The estimates of the Association of Governments quoted by Tadlock show the 1985 population of the north county area (excluding the northern and southern transition zones) as 463,000 -- a total that is expected to increase by 242,000 or 52.3 percent by the year 2000. By 2010, Tadlock estimates a further increase of 319,000 for a total population in the immediate service area of 1,024,000. Tadlock also estimates that the transition areas will add an additional 519,000, but these should probably be considered separately, since participation rates are usually somewhat lower in peripheral areas than in the territory immediately surrounding an off-campus center.

The Tadlock study discussed two methods of determining participation rates:

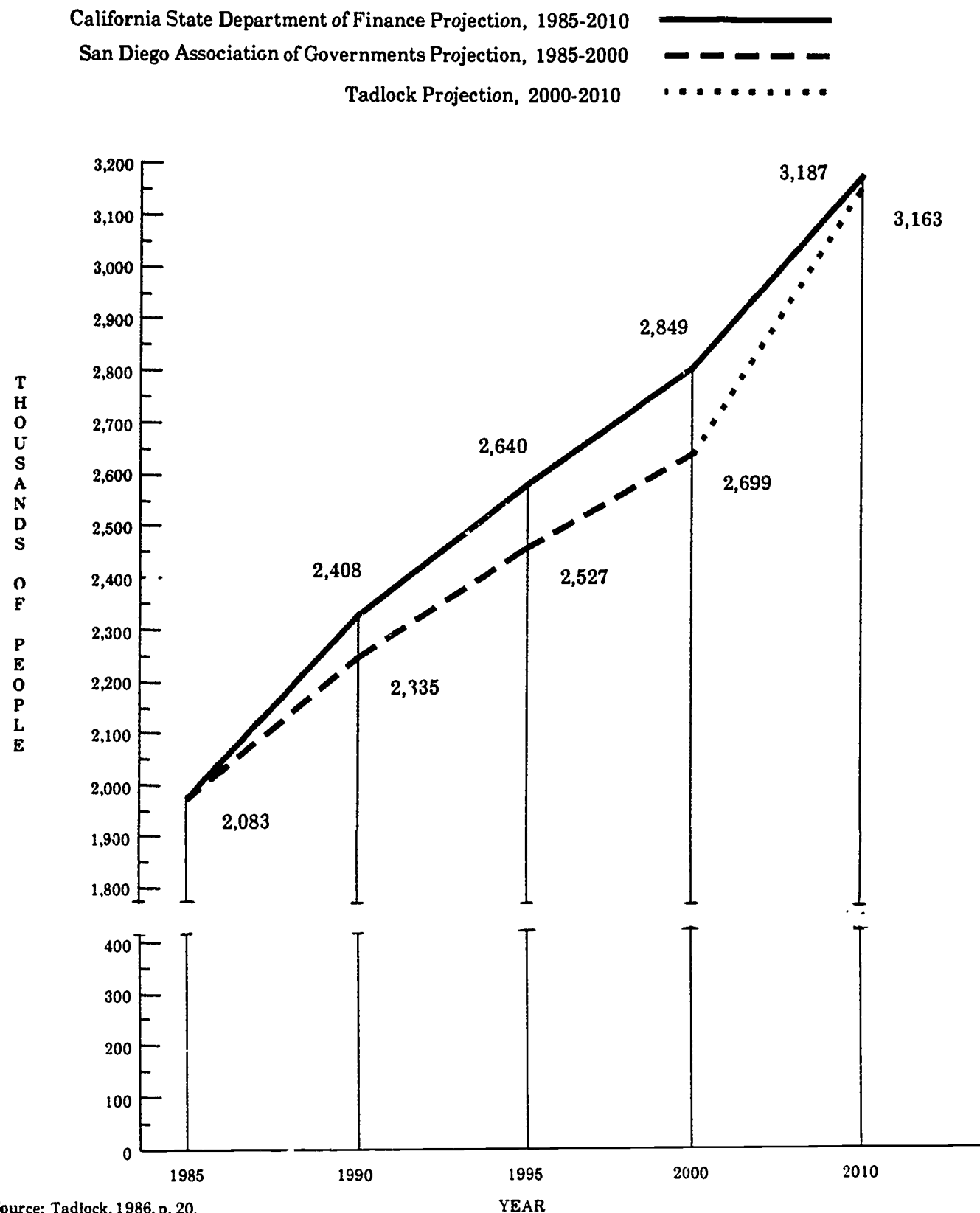
- The first merely divides enrollment by the service area population to produce a participation rate ratio. Using a county population of 2,083,000 and a San Diego State University enrollment total of 34,014, this produces a rate of .0163 students per person in the county. It led Tadlock to illustrate a potential enrollment scenario for the North County Center of 21,400 headcount students by 2010, using the technique shown in Display 5 on page 10. This projection of 21,400 students is based on a number of critical assumptions, including:

DISPLAY 2 Map of San Diego County, Showing the Seven Subcounty Statistical Areas



Source: Tadlock, 1986, p. 5.

DISPLAY 3 Comparison of San Diego County Population Projections, 1990 to 2010, in Thousands



Source: Tadlock, 1986, p. 20.

DISPLAY 4 *Population Projections for San Diego County and the North County Service Area from the San Diego Association of Governments and Tadlock, 1980 to 2010, in Thousands*

Item	1980	1985	1990	1995	2000	2005	2010
San Diego County Total							
U.S. Census Bureau	1,862	-----	-----	-----	-----	-----	-----
California State Department of Finance (July 1 data)	1,874	2,135	2,404	2,639	2,849	3,021	3,188
Association of Governments	-----	2,083	2,335	2,527	2,699	-----	-----
Tadlock	-----	-----	-----	-----	-----	2,922	3,163
North County Service Area^{1,2}							
North County East	192	232	283	318	347	422	494
North County West	197	231	279	320	358	436	530
Southern Transition Zone ³	125	165	210	250	292	316	343
Northern Transition Zone ⁴	-----	87	100	117	132	153	176
North County Totals	-----	715	872	1,005	1,129	1,249	1,543

1. See Display 2 for the subregions covered in this area.
2. Estimates for 1980 to 2000 are from the San Diego Association of Governments; those for 2005 and 2010 are from Tadlock & Associates, and assume a 4 percent growth rate after 2000 for the North County East and West areas, 3 percent for the Northern Transition Zone, and 1.7 percent for the Southern Transition Zone.
3. The Southern Transition Zone, according to Tadlock, is projected by the Association of Governments to grow at more than twice the county rate to year 2000, while Tadlock estimates that area saturation will slow growth to slightly over the county annual rate in the decade following year 2000 (Tadlock, 1986, p. 21)
4. The Northern Transition Zone includes these totals for the San Clemente/Capistrano areas of Orange County and the Rancho California area of Riverside County:
 For the Orange County area (San Clemente Planning Office, 1985): 70,000 residents plus 3 percent annual growth estimated by Tadlock.
 For the Riverside County area (County Demographics Office, 1985): 17,000 residents; by 2000, 77,000 residents (South County Area Governments forecast); and 3 percent annual growth between 2000 and 2010 estimated by Tadlock.

Source: Adapted from Tadlock, 1986, p. 21.

DISPLAY 5 *Estimate of Potential Enrollments at the North County Center Using Current Participation Rates for San Diego State University, 1985 to 2010*

Item	1985	1990	1995	2000	2005	2010
San Diego County Population (in thousands)	2,083	2,335	2,527	2,699	2,922	3,163
Northern Transition Zone ¹	87	100	117	132	153	176
Total	2,170	2,435	2,644	2,831	3,075	3,339
Enrollment Potential at a Participation Rate of 1.63 Percent of the Total Population	34,000	39,700	41,200	46,200	50,100	54,400
San Diego State University Capacity	33,000	33,000	33,000	33,000	33,000	33,000
Surplus Enrollment for the North County Center	1,000	3,700	8,200	13,200	17,100	21,400

1. See Note 4 of Display 4 for the areas included in this zone.

Source: Tadlock, 1986, p. 26.

1. That both San Diego State University and the North County Center will continue to draw 58 percent of their enrollments from San Diego County and 42 percent from outside the county; and

2. That the age cohorts will remain unchanged between 1985 and 2010 -- a possibility so remote that Tadlock was constrained to lower its projection by 12 percent to account for the expected aging of the population over the next several decades. That reduction led to an estimate of 14,900 students.

A further adjustment to account for the absence of lower-division offerings produced an enrollment potential of 9,100 headcount students.

- The second technique, which was based on participation rates by age cohort and level of instruction (lower-division, upper-division, and graduate), produced an enrollment potential of 13,041 headcount students for the center in 2010. Unfortunately, however, Tadlock did not disclose the method used to derive the participation rates, and hence the estimates cannot be analyzed. In ad-

dition, Tadlock did not adjust the estimate to account for the absence of lower-division programs and made no conversions to reduce headcount students to full-time-equivalent students.

The State University's needs study

In its needs study for its *North County Proposal* (The California State University, 1986c), the Office of the Chancellor noted the overcrowded conditions at San Diego State University, which is supposed to be limited to 25,000 full-time-equivalent students, as are all campuses of the State University (1986e, p. 12). In its annual capital outlay program request (The California State University, 1986d), the State University lists the physical capacity and budgeted enrollment of each of its campuses, and those for San Diego State University are shown in Display 6 on page 11 together with its actual full-time-equivalent enrollments. From that Display, it can be seen that San Diego State's actual enrollment has exceeded budgeted enrollments in each of the past six years, often by several thousand full-time-equivalent students.

DISPLAY 6 *Physical Capacity and Budgeted and Actual Full-Time-Equivalent Enrollment, San Diego State University, 1981-82 to 1992-93*

Year	Physical Capacity	Budgeted Enrollment	Actual Fall Enrollment	Budgeted Enrollment Exceeds Physical Capacity by:	Actual Enrollment Exceeds Physical Capacity by:
1981-82	21,418	21,553	25,245	0.6%	17.9%
1982-83	22,254	22,554	23,772	1.3	6.8
1983-84	22,919	22,720	24,943	-0.9	8.8
1984-85	22,868	22,599	25,858	-1.2	13.1
1985-86	22,912	22,863	25,957	-0.2	13.3
1986-87	22,835	23,450	26,325	2.7	15.3
1987-88	21,580	23,525	N/A	9.0	N/A
1988-89	22,810	23,525	N/A	3.1	N/A
1989-90	22,366	23,525	N/A	5.2	N/A
1990-91	22,977	23,525	N/A	2.4	N/A
1991-92	23,448	23,525	N/A	0.3	N/A
1992-93	23,977	23,525	N/A	-1.9	N/A

Source: The California State University, 1986d and earlier years, and 1986h.

The Office of the Chancellor limits its enrollment projection to the 20-39 year-old age group, which accounted for 82.4 percent of its total undergraduate headcount enrollment throughout the system in Fall 1984 (1985b, p. 172). (Age data on graduate students are unavailable.) Using the 20-39 year olds as a focus for its enrollment projections, the needs study contained two tables, reproduced on page 12 as Displays 7 and 8. Display 7 shows participation rates ranging from a high of .020477 in 1980 (that is, just over 2 percent of residents of San Diego County in the 20-39-year-old group attend San Diego State University at either the upper-division or graduate levels) to a low of .017261 in 1985. The rate has declined steadily for six straight years -- a fact the Office of the Chancellor attributes to the impaction at San Diego State. Display 8 shows a similar decline in participation rates from San Diego County residents, and for the same reason.

The data in these two displays led the Office of the Chancellor to several conclusions (The California State University, 1986c, p. 11):

1. Enrollment estimates for the North County Center should be based on the highest participation rate for San Diego State University over the past six years.
2. The center should attract 28.33 percent of its California enrollments from counties other than San Diego, based on the highest San Diego State University out-of-county but within-California enrollment rate over the past six years.
3. The center should attract 10.94 percent of its enrollment from other states, U.S. possessions, and other countries, based on a similar rate for San Diego State University.
4. Average unit load for upper-division and graduate students should increase from the current 5.91 student credit units per full-time-equivalent student in 1985-86 to 10.94 (the 1985-86 rate for San Diego State) in 1992-93 and subsequent years.

These assumptions produce enrollment potentials for San Diego County of over 30,000 full-time-equivalent students throughout the 1990s, as indicated in

DISPLAY 7 *San Diego County 20-39 Age Cohort, San Diego State University Upper-Division and Graduate Students from San Diego County, and Participation Rates, Fall 1980 to Fall 1985*

Fall Term	San Diego County 20-39 Age Cohort	San Diego State University Upper-Division and Graduate Students from San Diego County	Participation Rate
1980	683,124	13,988	.020477
1981	708,284	14,445	.020395
1992	730,662	13,515	.018497
1983	757,985	14,007	.018480
1984	778,767	14,004	.017983
1985	798,016	13,775	.017261

Source: The California State University, 1986c, p. 9.

DISPLAY 8 *San Diego State University Upper-Division and Graduate Enrollments from California and San Diego County, 1980 to 1985*

Year	California Students	Students from San Diego County	Percentage
1980	19,518	13,988	71.67%
1981	20,284	14,445	71.21
1992	19,105	13,515	70.74
1983	19,830	14,007	70.64
1984	20,178	14,004	69.40
1985	20,342	13,775	67.72

Source: The California State University, 1986c, p. 10.

DISPLAY 9 *San Diego County Full-Time-Equivalent Student Potential, by North and South County Service Areas, 1990-91 to 2000-01*

Year	Potential from the South County Area	Potential from the North County Area	Total
1990-91	27,246	2,953	30,199
1991-92	27,182	3,142	30,324
1992-93	27,049	3,331	30,380
1993-94	26,828	3,519	30,347
1994-95	26,546	3,709	30,255
1995-96	26,259	3,898	30,157
2000-01	25,222	4,784	30,006

Source: The California State University, 1986c, p. 11.

Display 9. (These years were chosen due to the fact that the North County Center was not expected to accept students before 1990-91.) As noted earlier, the enrollment ceiling at San Diego State is 25,000 full-time-equivalent students -- a limit that produces a need at the North County Center for over 5,000 full-time-equivalent students between 1990-91 and the end of the century. The assumption, however, is that not all south county students who are unable to attend San Diego State can be successfully redirected to the center. The needs study indicates that the historical redirection rate is about one-third, hence only 643 of the 2,049 potential redirections would probably attend the center, leaving a total North County Center enrollment potential of 4,013 full-time-equivalent students (1986c, p. 12).

*Department of Finance comments
on the State University's enrollment projections*

On October 26, 1986, Mary S. Heim, Research Manager for the Department of Finance's Population Research Unit, wrote to Provost and Vice-Chancellor William E. Vandement with a number of comments on the enrollment projections developed by William Mason for the needs study. (Appendix C reproduces Dr. Mason's analysis, and Appendix D reproduces Ms. Heim's memorandum.)

Ms. Heim objected to Dr. Mason's use of the term *enrollment potential*, stating that a true "projection" of enrollment is required. She also indicated that the data provided were insufficient to "evaluate the appropriateness of the service area used and its population growth." She supported the use of the San Diego Association of Governments' subcounty projections, provided they were consistent with Department of Finance countywide projections, but she argued that both Dr. Mason's participation rates and headcount to full-time-equivalent conversions were too high and should be lowered substantially. She noted that the participation rate was a historical high over the past six years, and she added that the average load projected to be carried by North County Center students of 10.94 units was inappropriate, since it was based on campus rates with wider ranges of course offerings than are expected to be available at the center.

The Commission refers to these points in its own analysis on the following pages.

*Commission analysis of the
State University's enrollment projections*

The development of enrollment estimates for any new educational institution involves a consideration of at least three factors -- demographic trends, participation rates, and the ratio of headcount students to full-time-equivalent students. Total population figures must be disaggregated by age, and the participation rate for each age category determined. These rates are then multiplied through for each cohort, added to produce a gross enrollment estimate, then reduced to reflect only upper-division and graduate students. The next step is to determine the number of students both from within and outside the service area. This is then converted to a full-time-equivalent student figure -- based either on a known ratio of headcount to full-time-equivalent students at other institutions or by the application of credit units per headcount. That projection can be modified further by special circumstances such as an impacted campus in the service area, transportation problems, the extensiveness of curricular offerings, the attractiveness of the facility, or competition from neighboring colleges or universities.

The State University clearly did not follow this procedure for its North County proposal:

- Its enrollment projection did not consider all age cohorts, compute age-specific participation rates or derive a reasonable ratio of headcount to full-time-equivalent students.
- Its application of the average load of 10.94 units per student at San Diego State University to the proposed center is inappropriate, since all State University centers have far greater numbers of part-time students than the 19 comprehensive campuses.
- Its assumption that almost 40 percent of the center's enrollment will come from outside the immediate service area is equally inappropriate: Not only are there no data supporting the assumption, but there is no likelihood that a comparatively small program limited to upper-division and graduate instruction will have the appeal of a full university campus, especially one as programmatically comprehensive and prestigious as San Diego State University. All of the Commission's experience with off-campus centers indicates that their appeal is primarily local, and this perception is reinforced by the fact that the State University's

own enrollment projections developed for its centers in Pleasant Hill and the Coachella Valley did not even consider the potential influx of students from outside the immediate service area.

Accordingly, the State University's prediction of an "enrollment potential" of 4,013 full-time-equivalent students at the center during the early 1990s cannot be taken as a prudent or acceptable projection of the proposed center's enrollment.

The Commission's own enrollment projections

The Commission has undertaken its own enrollment projections for the center, using the commonly accepted factors noted above and determined as follows:

Demographic trends: In San Diego County, two distinctive geographic areas are separated by a buffer belt of hills, as shown in the relief map in Display 10 on the opposite page. A comparison of these two major areas, based on the San Diego Association of Governments' analysis of 1980 census data for the seven statistical areas illustrated earlier in Display 2, shows few demographic or economic differences between them, but since 1980 most of the County's growth has occurred in the north, where home prices are somewhat lower and where newcomers to the area have tended to be younger than those countywide.

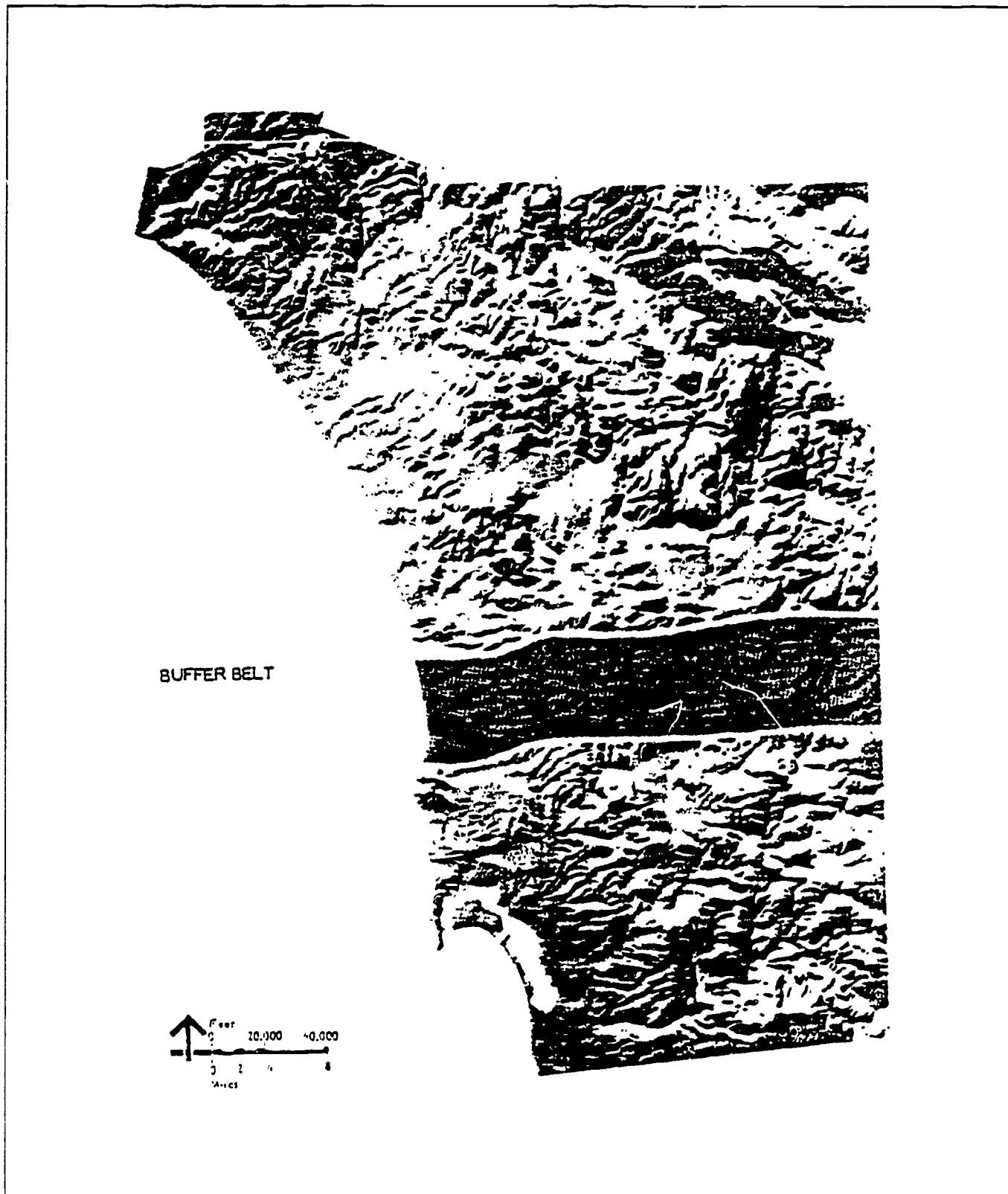
According to the Association's population projections through the year 2000 for the County's seven statistical areas (Display 11, page 16), the northern section of the County is likely to grow much more rapidly than the rest, with the exception of the south suburban area represented by the cities of Sweetwater, Chula Vista, and South Bay. Although the Department of Finance does not undertake sub-county projections, it anticipates that countywide growth will be even greater by the year 2000 than that projected by the Association -- an additional 713,102 people, and a growth rate of 33.4 percent in the 15-year period between 1985 and 2000, compared to the Association's projection of 616,092 more people and a growth rate of 29.6 percent. Because the Commission must base its enrollment projections for the North County Center on the Association's data due to their greater delineation of the north county region, its projections can thus be considered conservative.

In developing its enrollment projections for the center, the Commission has analyzed the Association's computer printouts for various statistical sub-county areas in detail. It assumes that the immediate service area of the center will include the North County East and West areas, supplemented by one-half of the population of the Southern Transition Zone plus an additional 8 percent to account for the Northern Transition Zone that includes parts of southern Orange and Riverside Counties -- particularly the Rancho California area of southern Riverside County. The Commission then projected each of these population centers by age cohort, as shown in Display 12 on page 16. (Its specific projections for each statistical tract are shown in Appendix E.)

Participation rates: The second component in the Commission's enrollment projection is participation rates, and those for upper-division and graduate students are shown in Display 13 on page 17 for the entire State University, for San Diego State University, and for the five smallest campuses of the system, excluding Dominguez Hills -- Bakersfield, Humboldt, San Bernardino, Sonoma, and Stanislaus combined. (These five small campuses were selected because they more closely represent the size and scope of the North County Center. Dominguez Hills was excluded because it is so totally absorbed in the massive population base of Los Angeles County.) Display 13 shows considerable differences in these participation rates. Given its evident popularity, San Diego State University has the highest of the three, with an enrollment equal to almost 1 percent of the population of the County. The systemwide rate is 19.8 percent lower, and the five-campus rate 42.0 percent lower. The Commission selected the five-campus rate for its projection.

Service-area participation: The third component determines the probable participation by students residing inside or outside of the immediate service area consisting of the East and West Statistical Areas, one-half of the Transition Zone, plus an additional 8 percent for the Northern Transition Zone. Given the fact that the North County Center will not provide any on-site housing, it is appropriate to examine the residence patterns of various campuses with little or no on-campus housing compared to campuses with greater housing capacities. These differences are shown in Displays 14, 15, and 16 on pages 18 and 19. Display 14 shows that among all campuses, only 50.5 percent of all students reside in

DISPLAY 10 *Topographic Map of San Diego County, Showing the North and South County Areas plus the Buffer Belt*



Source: Tadlock, 1986, p. 10.

DISPLAY 11 *Population Projections for Subregional Statistical Areas of San Diego County, 1985-2000*

Subregional Metropolitan Statistical Area	1985	1990	1995	2000	Percent Change 1985-2000
Central	536,450	521,917	526,298	527,001	-1.8%
North City	489,985	549,835	597,891	646,888	32.0
South Suburban	214,708	271,442	303,257	334,327	55.7
East Suburban	372,986	412,035	441,547	464,908	24.6
North County West	231,846	278,843	320,357	358,425	54.7
North County East	222,186	283,228	318,385	347,116	56.2
East County	15,412	17,800	19,100	20,500	33.0
San Diego County Total:					
San Diego Association of Governments	2,083,373	2,335,100	2,526,835	2,699,455	29.6%
California State Department of Finance	2,135,872	2,404,716	2,639,483	2,848,974	33.4%

Sources: San Diego Association of Governments, 1984 and 1985a.

DISPLAY 12 *Derivation of North County Center Population Projection, 1990, 1995, and 2000*

Age Cohort	1990 Population	1990 Popula- tion with 50 Percent Tran- sition Zone Deduction	1995 Popul	1995 Popula- tion with 50 Percent Tran- sition Zone Deduction	2000 Population	2000 Popula- tion with 50 Percent Tran- sition Zone Deduction
North County Population from East and West Statistical Areas						
19 and Under	147,397		162,137		172,953	
20 - 24	51,389		53,276		56,576	
25 - 29	45,781		47,027		48,282	
30 - 34	46,715		49,844		50,170	
35 and Over	270,793		326,455		377,568	
Total	562,075		638,739		705,549	
Southern Transition Zone						
19 and Under	64,030	32,015	74,340	37,170	85,251	42,626
20 - 24	13,050	6,525	14,332	7,166	16,438	8,219
25 - 29	17,702	8,851	18,979	9,489	20,800	10,400
30 - 34	25,142	12,571	27,924	13,962	30,046	15,023
35 and Over	90,696	45,348	114,307	57,154	139,706	69,853
Total	210,620	105,310	249,882	124,941	292,241	146,121
Net Total North County Popu- lation After Adding 8 Percent for Northern Transition Zone						
19 and Under	193,765		215,252		232,825	
20 - 24	62,547		65,277		69,979	
25 - 29	59,003		61,038		63,377	
30 - 34	64,029		68,910		70,408	
35 and Over	341,432		414,297		483,215	
Total	720,776		824,774		919,803	

Sources: San Diego Association of Governments, 1985b; and Tadlock, 1986.

DISPLAY 13 *Combined Upper-Division and Graduate Participation Rates for the California State University System, for San Diego State University, and for Five Small Campuses (Bakersfield, Humboldt, San Bernardino, Sonoma, and Stanislaus), Fall 1985*

Age Cohort	Population	Upper Division and Graduate Enrollment	Participation Rate
California State University System			
19 and Under	7,642,433	469	.00006137
20 - 24	2,434,996	108,330	.04448878
25 - 29	2,341,946	46,107	.01968747
30 - 34	2,298,510	22,165	.00964320
35 and Over	11,279,836	26,315	.00233292
Total	25,997,721	203,386	.00782322
San Diego State University			
19 and Under	620,001	43	.00006935
20 - 24	251,018	12,023	.04789696
25 - 29	195,503	4,696	.02402009
30 - 34	188,884	2,046	.01083205
35 and Over	850,466	2,029	.00230446
Total	2,135,872	20,837	.00975573
Bakersfield, Humboldt, San Bernardino, Sonoma, and Stanislaus Campuses Combined			
19 and Under	739,452	33	.00004463
20 - 24	207,451	6,125	.02952504
25 - 29	207,811	2,824	.01358927
30 - 34	205,764	1,769	.00859723
35 and Over	946,533	2,295	.00242464
Total	2,307,011	13,046	.00565494

Sources: California State Department of Finance, 1983a; California Postsecondary Education Commission, 1986b.

the county in which their campus is located. Display 15 (showing the percentage of local-county students attending campuses with housing spaces equal to more than 5 percent of their enrollment) and Display 16 (showing campuses with spaces equal to or less than 5 percent) indicate that campuses with little or no housing have a dramatically higher percentage of local enrollments than those with more housing -- 64.1 percent, compared to 44.8 percent. From these data, the Commission assumes that the

number of students attending the North County Center from the local area will equal 65 percent of the total projected through application of the gross participation rate.

An alternate method of examining this problem is to look at total attendance from all counties in which State University campuses are located, then separating out those who attend locally from those who attend State University campuses in other counties. These are shown in Display 17 on page 20 for all 19

DISPLAY 14 *Origin Analysis of Students Enrolled on All California State University Campuses*

Campus	Fall 1984 Headcount Enrollment	Fall 1984 Dormitory Spaces	Percentage	Fall 1985 Headcount Enrollment	Fall 1985 Local Enrollment	Percentage of Local to Total Enrollment
Bakersfield	3,609	354	9.8%	3,776	2,926	77.5%
Chico	14,196	1,270	9.0	14,667	3,076	21.0
Dominguez Hills	7,926	352	4.4	7,649	6,448	84.3
Fresno	16,454	1,268	7.7	16,918	8,675	51.3
Fullerton	23,034	0	0.0	23,445	11,920	50.8
Hayward	12,072	0	0.0	12,173	6,901	56.7
Humboldt	6,113	1,081	17.7	6,220	2,109	33.9
Long Beach	31,124	1,865	6.0	32,519	15,984	49.2
Los Angeles	19,576	368	1.9	20,525	14,132	68.9
Northridge	28,144	860	3.1	28,871	20,640	71.5
Pomona	17,024	1,584	9.3	17,207	7,912	46.0
Sacramento	22,483	1,615	7.2	23,313	10,969	47.1
San Bernardino	5,847	406	6.9	6,513	4,295	66.0
San Diego	33,611	2,451	7.3	34,014	17,827	52.4
San Francisco	24,170	1,536	6.4	25,143	8,830	35.1
San Jose	24,843	2,020	8.1	25,479	14,294	56.1
San Luis Obispo	15,968	2,733	17.1	16,140	2,290	14.2
Sonoma	5,364	642	12.0	5,491	2,575	47.0
Stanislaus	4,160	168	4.0	4,255	2,077	48.8
Totals	315,718	20,573	6.5%	324,318	163,880	50.5%

Sources: The California State University, 1985c and 1986a.

campuses, for Los Angeles County, for the five smallest campuses (excluding Dominguez Hills), and for all other campuses not included in either the Los Angeles County group or the five smallest campuses group.

In considering these data, it is appropriate to exclude the Los Angeles County campuses, since many students who leave home actually remain in the County. For example, students residing in West Covina may attend Long Beach, or those in Van Nuys attend Pomona. It is for this reason that the local attendance rates are so disproportionately high compared to the rest of the State -- 82.9 and 67.9 percent, respectively. The rate for the five smallest campuses is 60.2 percent, while that for nine others outside Los Angeles, and excluding the five smallest, is 69.4

percent. Accordingly, the 65 percent figure for local attendance chosen for this projection appears to be reasonable.

Out-of-area participation The fourth component is a factor to estimate the number of out-of-area students who will attend. As noted above, 65 percent of the State University's students are assumed to come from the local area, and it would normally be expected that 35 percent would therefore come from other counties, other states, or foreign countries. In the case of off-campus centers, however, local attendance predominates in a way that is not true of comprehensive campuses, so the Commission assumes that far fewer out-of-area students than this will attend the North Campus Center. It anticipates that these

DISPLAY 15 *Origin Analysis of Students Enrolled on California State University Campuses with Dormitory Housing for 5 Percent of Their Students or Less*

Campus	Fall 1984 Enrollment	Number of Dormitory Spaces, Fall 1984	Percentage	Fall 1985 Enrollment	Fall 1985 Enrollment from Home County	Percentage
Dominguez Hills	7,926	352	4.44%	7,649	6,448	84.3%
Fullerton	23,034	0	0.00	23,445	11,920	50.8
Hayward	12,072	0	0.00	12,173	6,901	56.7
Los Angeles	19,576	368	1.88	20,525	14,132	68.9
Northridge	28,144	860	3.06	28,871	20,640	71.5
Stanislaus	4,160	168	4.04	4,255	2,077	48.8
Totals	94,912	1,748	1.84%	96,918	62,118	64.1%

Sources: Display 14.

DISPLAY 16 *Origin Analysis of Students Enrolled on California State University Campuses with Dormitory Housing for More than 5 Percent of Their Students*

Campus	Fall 1984 Enrollment	Fall 1984 Dormitory Spaces	Percentage	Fall 1985 Enrollment	Fall 1985 Enrollment from Home County	Percentage
Bakersfield	3,609	354	9.81%	3,776	2,926	77.49%
Chico	14,195	1,270	8.95	14,667	3,076	20.97
Fresno	16,454	1,268	7.71	16,918	8,675	51.28
Humboldt	6,113	1,081	17.68	6,220	2,109	33.91
Long Beach	31,124	1,865	5.99	32,519	15,984	49.15
Pomona	17,024	1,584	9.30	17,207	7,912	45.98
Sacramento	22,483	1,615	7.18	23,313	10,969	47.05
San Bernardino	5,847	406	6.94	6,513	4,295	65.95
San Diego	33,611	2,451	7.29	34,014	17,827	52.41
San Francisco	24,170	1,536	6.35	25,143	8,830	35.12
San Jose	24,843	2,020	8.13	25,479	14,294	56.10
San Luis Obispo	15,968	2,733	17.12	16,140	2,290	14.19
Sonoma	5,364	642	11.97	5,491	2,575	46.89
Totals	220,805	18,825	8.53%	227,400	101,762	44.75%

Source: Display 14.

Display 17 Origin Analysis of Students Enrolled on California State University Campuses, Fall 1985

Campus	County Residents at Home Campus	County Residents at Any State University Campus	Percentage
Bakersfield	2,926	4,380	66.8%
Chico	3,076	3,504	87.8
Dominguez Hills	6,448	78,589	8.2
Fresno	8,675	9,569	90.7
Fullerton	13,439	28,901	46.5
Hayward	6,901	13,774	50.1
Humboldt	2,109	2,590	81.4
Long Beach	15,984	78,589	20.3
Los Angeles	14,132	78,589	18.0
Northridge	20,640	78,589	26.3
Pomona	7,912	78,589	10.1
Sacramento	10,969	13,189	83.2
San Bernardino	4,295	8,705	49.3
San Diego	17,827	21,374	83.4
San Francisco	8,830	10,328	85.5
San Jose	14,294	20,901	68.4
San Luis Obispo	2,290	2,878	79.6
Sonoma	2,575	4,386	58.7
Stanislaus	2,077	3,183	65.3
Statewide Total	165,399	226,251	73.1%
Los Angeles County ¹	65,116	78,589	82.9%
All Campuses Except Los Angeles County	100,283	147,662	67.9
Five Smallest Campuses, Excluding Dominguez Hills ²	13,982	23,244	60.2%
Nine Other Campuses, Excluding Los Angeles and Five Smallest ³	86,301	124,418	69.4%

1. Dominguez Hills, Long Beach, Los Angeles, Northridge, and Pomona.

2. Bakersfield, Humboldt, San Bernardino, Sonoma, and Stanislaus.

3. Chico, Fresno, Fullerton, Hayward, Sacramento, San Diego, San Francisco, San Jose, and San Luis Obispo.

Source: State University, 1986h.

students may equal 5 percent of local students in 1990, 10 percent in 1995, and 15 percent in 2000. The increasing enrollments from outside the area are considered probable once the center becomes established and more widely known.

Full-time-equivalent enrollments: The Commission's final computation converts headcount students to full-time-equivalent students -- a calculation that must be included for both capital and support budget planning, since the State never funds campuses or centers on the basis of headcount enrollments. Display 18 below shows the ratio of headcount to full-time-equivalent students at the six currently operating State University centers, the four largest centers, and the entire system. As with the housing and residence data, there are dramatic differences among them, with the centers showing full-time-equivalent totals of only 43.4 percent of headcount totals, while the system averages 80.7 percent. The Commission assumes that the size of the North County Center will make possible the offering of a more comprehensive program, than that at most centers, that these curricular offerings will attract a few more full-time students than usual, and that

those offerings will raise the statewide average for centers above the 43.4 percent figure. Initially, it seems probable that the center's overall attendance pattern will more closely approximate that of a center than a campus, so the Commission has chosen a percentage of 50 percent for 1990. Subsequently, more full-time students are expected to attend, so the Commission has selected 60 percent and 70 percent for the second and third five-year periods shown in the projection.

Combining all of the population projections, participation rates, and assumptions discussed above produces the Commission's enrollment projections that appear in Display 19 on page 22: an opening enrollment of 1,412 full-time-equivalent students in 1990, then growth to 1,963 in 1995 and 2,640 in 2000. If the participation rates are higher than the Commission expects and therefore closer to those experienced either at San Diego State or systemwide, enrollment could increase to the levels shown in Displays 20 and 21 on pages 23 and 24.

It should be noted that several circumstances could alter the projection shown in Display 19. For example:

DISPLAY 18 *Headcount and Full-Time-Equivalent Students at All Off-Campus Centers of the California State University and Its Four Largest Centers, 1985-86, and in the Total State University, Fall 1984.*

Location	Headcount Enrollment	Full-Time-Equivalent Enrollment	Percent
Pleasant Hill	1,037	511	49.3%
Ventura	320	136	42.5
Coachella Valley	96	43	44.8
San Marcos	680	271	39.9
San Francisco	27	5	18.5
Stockton	550	206	37.5
Total	2,710	1,172	43.2
Four Largest Centers	2,587	1,124	43.4%
Total State University, Fall 1984	300,184	242,295	80.7%

Source: The California State University, 1985c, and 1986f.

DISPLAY 19 North County Center Enrollment Projection for 1990, 1995, and 2000, Based on the Combined Participation Rate of Five Small California State University Campuses (Bakersfield, Humboldt, San Bernardino, Sonoma, and Stanislaus)

Year and Age Cohort	North County Population	Upper-Division and Graduate Participation Rate for Five Small Campuses	Projected Gross Enrollment	Multiply by 65 Percent to Indicate Local Attendance	Add 5, 10, and 15 Percent for 1990, 1995, and 2000 for Outside-of-Area Attendance	Multiply by Ratio of Full-Time-Equivalent to Headcount Enrollment: 1990, 0.5; 1995, 0.6; 2000, 0.7
1990						
19 and Under	193,765	.00004463	9	6	6	3
20 - 24	62,547	.02952504	1,847	1,200	1,293	646
25 - 29	59,003	.01358927	802	521	561	281
30 - 34	64,029	.00859723	550	358	385	193
35 and Over	341,432	.00242464	828	538	579	290
Total/Net ¹	720,776	.00559880	4,035	2,623	2,825	1,412
1995						
19 and Under	215,252	.00004463	10	6	7	4
20 - 24	65,277	.02952504	1,927	1,253	1,445	867
25 - 29	61,038	.01358927	829	539	622	373
30 - 34	68,910	.00859723	592	385	443	267
35 and Over	414,297	.00242464	1,005	653	753	452
Total/Net ¹	824,774	.00529034	4,363	2,836	3,272	1,963
2000						
19 and Under	232,825	.00004463	10	7	8	5
20 - 24	69,979	.02952504	2,066	1,343	1,653	1,157
25 - 29	63,377	.01358927	861	560	689	482
30 - 34	70,408	.00859723	605	393	484	339
35 and Over	483,215	.00242464	1,172	762	937	656
Total/Net ¹	919,804	.00512577	4,714	3,381	3,771	2,640

1. Net participation rates vary from those shown in Display 13 due to population changes in the age cohorts.

Sources: San Diego Associations of Governments, 1985b; 1986c; California State Department of Finance, 1983; and the California State University, 1986a and 1986f.

DISPLAY 20 North County Center Enrollment Projection for 1990, 1995, and 2000, Based on the Participation Rate at San Diego State University

Year and Age Cohort	North County Population	Upper-Division and Graduate Participation Rates for San Diego State University	Projected Gross Enrollment	Multiply by 65 Percent to Indicate Local Attendance	Add 5, 10, and 15 Percent for 1990, 1995, and 2000 for Outside of Area Attendance	Multiply by Ratio of Full-Time-Equivalent to Headcount Enrollment: 1990, 0.5; 1995, 0.6; 2000, 0.7
1990						
19 and Under	193,765	.00006935	13	9	9	5
20 - 24	62,547	.04789696	2,996	1,947	2,097	1,049
25 - 29	59,003	.02402009	1,417	921	992	496
30 - 34	64,029	.01083205	694	451	485	243
35 and Over	341,432	.00230446	787	511	551	275
Total/Net ¹	720,776	.00819518	5,907	3,839	4,135	2,068
1995						
19 and Under	215,252	.00006935	15	10	11	7
20 - 24	65,277	.04789696	3,127	2,032	2,345	1,407
25 - 29	61,038	.02402009	1,466	953	1,100	660
30 - 34	68,910	.01083205	746	485	560	336
35 and Over	414,297	.00230446	955	621	716	430
Total/Net ¹	824,774	.00764913	6,309	4,101	4,732	2,840
2000						
19 and Under	232,825	.00006935	16	10	13	9
20 - 24	69,979	.04789696	3,352	2,179	2,681	1,877
25 - 29	63,377	.02402009	1,522	990	1,210	852
30 - 34	70,408	.01083205	763	496	610	427
35 and Over	483,215	.00230446	1,114	724	891	624
Total/Net ¹	919,804	.00735642	6,766	4,398	5,413	3,789

1. Net participation rates vary from those shown in Display 13 due to population changes in the age cohorts.

Sources: San Diego Association of Governments, 1985b; 1986c; California State Department of Finance, 1983; and the California State University, 1986a and 1986f.

DISPLAY 21 North County Center Enrollment Projection for 1990, 1995, and 2000, Based on the Participation Rate for the Entire California State University System

Year and Age Cohort	North County Population	Upper-Division and Graduate Participation Rates for the California State University System	Projected Gross Enrollment	Multiply by 65 Percent to Indicate Local Attendance	Add 5, 10, and 15 Percent for 1990, 1995, and 2000 for Outside of Area Attendance	Multiply by Ratio of Full-Time-Equivalent to Headcount Enrollment: 1990, 0.5; 1995, 0.6; 2000, 0.7
1990						
19 and Under	193,765	.00006137	12	8	8	4
20 - 24	62,547	.04448878	2,783	1,809	1,948	974
25 - 29	59,003	.01968747	1,162	755	813	407
30 - 34	64,029	.00964320	617	401	432	216
35 and Over	341,432	.00233292	797	518	558	279
Total/Net ¹	720,776	.00745048	5,371	3,491	3,759	1,880
1995						
19 and Under	215,252	.00006137	13	9	10	6
20 - 24	65,277	.04448878	2,904	1,888	2,178	1,307
25 - 29	61,038	.01968747	1,202	781	901	541
30 - 34	68,910	.00964320	665	432	498	299
35 and Over	414,297	.00233292	967	628	725	435
Total/Net ¹	824,774	.00697163	5,750	3,738	4,313	2,588
2000						
19 and Under	232,825	.00006137	14	9	11	8
20 - 24	69,979	.04448878	3,113	2,024	2,491	1,743
25 - 29	63,377	.01968747	1,248	811	998	699
30 - 34	70,408	.00964320	679	441	543	380
35 and Over	483,215	.00233292	1,127	733	902	631
Total/Net ¹	919,804	.00672052	6,182	4,018	4,945	3,462

1. Net participation rates vary from those shown in Display 13 due to population changes in the age cohorts.

Sources: San Diego Association of Governments. 1985b; 1986c; California State Department of Finance. 1983; and the California State University, 1986a and 1986f.

1. Population growth could be greater than expected -- as noted earlier, the Department of Finance's projection of San Diego County population is 5.5 percent higher than that of the San Diego Association of Governments';
2. Participation rates could be greater due to impact at San Diego State; and
3. Outside attendance could be greater than between 5 and 15 percent.

In no event, however, does it appear likely that actual enrollment at the center will approach the 4,013 full-time-equivalent "potential" mentioned in the needs study, much less the even higher numbers projected in the Tadlock study. The only circumstances that could dramatically alter the Commission's projection of 1,412 would be the conversion of the center to a four-year campus -- a possibility discussed in Chapter Three of this report.

Department of Finance comments on the Commission's projections

At the Commission's request, Mary S. Heim of the Department of Finance's Population Research Unit offered comments on the Commission's enrollment projections (Appendix F). She stated that :

1. The Commission should have used the 18-and-19-year-old age cohort instead of the "19 and under."
2. The Commission should have used the 35-to-64-year-old age cohort instead of "35 and over."
3. If the Pleasant Hill Center is the "prototype," the Commission should have used its enrollment in its analysis, specifically with regard to participation rates, distribution of local and out-of-county enrollments, and ratio of headcount to full-time-equivalent students.
4. The residence distribution of upper-division and graduate enrollments for the Hayward campus and the Pleasant Hill Center should have been employed in the projection.

Ms. Heim's first two points were both accurate and appropriate, but they would have had virtually no effect on the Commission's projection since so few people who are either under 18 or over 64 attend

college. Further, since the San Diego Association of Governments used a 15-19-year-old age cohort, the 18-19-year-old cohort could not have been used in any case.

Ms. Heim's third point represents a point of disagreement, since the Commission does not consider the Pleasant Hill Center, or any other center, a completely reasonable model for the North County Center. Further, while participation rate data for Pleasant Hill could be obtained, the enrollment differences between those at Pleasant Hill and those projected for the North County Center are so great that the exact parallel sought virtually disappears. In addition, there are no extant residential data for any of the centers. The ratio of headcount to full-time-equivalent students, however, is available and is included in Display 18.

The fourth point presents a similar problem, since residential data for upper-division and graduate students attending State University off-campus centers are similarly not available

Comments of San Diego State University President Thomas B Day

Following the second meeting with Department of Finance officials, State University officials who attended the meeting forwarded the materials to President Thomas B. Day. He responded with a letter to Executive Director Pickens on November 19, 1986, in which he argued that the proposed center would probably attract larger enrollments than projected by the Commission (Appendix G). He based this opinion on his view that the assumptions used by the Commission were too low regarding participation rates, the percentage used to reflect local participation, the number of students coming from outside the immediate service area, and the ratio of headcount to full-time-equivalent students. He also noted two "arithmetic errors" in the preliminary projection and argued that the use of the term *potential*, which was strongly criticized by the Department of Finance, was the proper term to use.

In discussing the subject matter with President Day, Commission staff agreed with several of his arithmetic points but disagreed with all his suggestions for changing the assumptions on which the Commission's projection of 1,412 full-time-equivalent students is based. Some of his suggestions about assumptions, such as those concerning participation

rates and attendance by students outside the service area, were reiterations of assumptions made in the needs study, all of which have been discussed previously. Others, such as the ratio of headcount to full-time-equivalent students, were unsupported by data. Accordingly, with the exception of the corrections that have already been incorporated into the projection, the Commission can find no analytical reason for changing the figures shown in Display 19.

Consideration of alternatives

Commission Criterion 2: The segment proposing an off-campus center must submit a comprehensive cost/benefit analysis of all alternatives to establishing the center. This analysis must include: (1) the expansion of existing campuses; (2) the expansion of existing off-campus centers in the area; (3) the increased utilization of existing campus and off-campus centers; and (4) the possibility of using leased or donated space in instances where the center is to be located in facilities proposed to be owned by the campus.

In its needs study, the Office of the Chancellor considered and rejected six possible alternatives, and the Commission agrees that they are not feasible:

1. *Transporting students to San Diego State University:* Given the enrollment projections discussed above, a very large and costly transportation network would be required to move students to San Diego State; and even if such a system could be developed, the campus would not have sufficient room to accommodate the students.

2. *Expanding the physical capacity of San Diego State University:* The Trustee's master-plan limit for the campus is 25,000 full-time-equivalent students, and the campus has exceeded it since 1984-85.

3. *Instituting a self-support program in the north county area:* A self-support program would doubtless serve some students, but it has never been considered a practical solution to the problem of educating large numbers of students in any area of the State.

4. *Using interactive television to bring courses to the north county area:* While instructional television is being used at several State University campuses to

supplement the regular instructional program, the idea of substituting it for a campus or large center has never been seriously proposed. As the Office of the Chancellor notes (The California State University, 1986c, p. 19):

This possibility, while potentially enriching the programs and format, cannot be expected to function as the sole delivery system. Even if it should, the University would require classrooms and support services for the students engaged in the interactive television mode. However, programs would be limited to those which yield themselves to such delivery and to faculty available to instruct by this means. Further, it cannot replace a permanent campus to serve the numbers of students currently requiring access and projected to do so. Nor does it resolve the problem of laboratory access or first-hand application.

5. *Using several leased sites rather than a single center:* It is always possible to use several leased sites, and many institutions -- particularly Community Colleges -- use this approach effectively. Multiple locations are most effective when they are designed to deliver one or two courses or community service activities, but are much less so when the objective is to offer degree programs, principally because of practical limitations on course offerings and the absence of support services. If courses are offered at several different sites, the transportation and scheduling difficulties are sufficient to discourage most students from pursuing a degree. In addition, support services such as a library, computer services, counseling, and placement, cannot be offered efficiently or effectively at scattered locations. As the Commission noted in its 1980 report, *Degrees of Diversity*, the State's first priority in funding should be directed to the provision of degree programs, and such programs are impractical in multiple-site environments.

6. *Expanding the current leased site or leasing another site large enough to accommodate north county enrollments:* In its needs study, the Office of the Chancellor assumed a space need of 250,000 assignable square feet to accommodate 2,500 full-time-equivalent students -- an excessive amount for the 1,412 full-time-equivalent students projected for 1990, but a size that will be needed by the year 2000 if the Commission's enrollment projection of 2,640 full-time-equivalent students for that year is realized. Display 22 on the opposite page shows the

DISPLAY 22 *Full-Time-Equivalent Student Capacity, Non-Residential Assignable Square Feet, and Assignable Square Feet per Full-Time-Equivalent Student for Large and Small California State University Campuses, Fall 1984*

Campus	Full-Time-Equivalent Student Capacity	Non-Residential Assignable Square Feet	Assignable Square Feet per Full-Time-Equivalent Student
Chico	11,583	1,072,247	92.6
Fresno	11,927	1,114,883	93.5
Fullerton	14,976	1,021,584	68.2
Hayward	10,903	718,423	65.9
Long Beach	19,733	1,514,173	76.7
Los Angeles	19,879	1,294,266	65.1
Northridge	17,201	1,146,083	66.6
Pomona	12,239	963,643	78.7
Sacramento	15,376	1,004,996	65.4
San Diego	22,868	1,450,141	63.4
San Francisco	16,325	1,171,748	71.8
San Jose	18,660	1,539,700	82.5
San Luis Obispo	12,230	1,321,237	108.0
Totals	203,900	15,333,124	75.2
Bakersfield	3167	260,118	82.1
Dominguez Hills	6789	404,931	59.6
Humboldt	6175	709,317	114.9
San Bernardino	3554	362,847	102.1
Sonoma	5305	445,559	84.0
Stanislaus	2963	284,027	95.9
Totals	27,953	2,466,799	88.2
Systemwide Totals	231,853	17,799,923	76.8

Source: The California State University, 1983, 1985c.

average number of assignable square feet per full-time-equivalent student at all 19 State University campuses, categorized by large and small campuses. It indicates that the larger campuses require slightly less area per student than the smaller campuses due to their greater economies of scale. If the North County Center is built to accommodate a projected enrollment of 2,000 full-time-equivalent students, it will be only slightly smaller than the existing campuses at Bakersfield and Stanislaus, which average 88.8 assignable square feet per full-time-equivalent

student. Consequently, for the purpose of this analysis, it will be assumed that the North County Center will require 177,600.

At present, the San Marcos Center leases space at the rate of \$1.26 per square foot per month. If the North County Center were to lease space, and given a 5.0 percent rate of inflation, this per-square-foot-per-month cost should rise to \$1.53 by 1990. The Office of the Chancellor noted that there would be additional costs for remodeling, since no office complex

is ever designed to meet academic requirements, and estimated this cost at about \$13.50 per square foot, for an additional cost of \$2.4 million. The cost of a five-year lease, therefore, would be \$18.7 million. Site purchase and construction costs, of course, would be greater initially, but much less when amortized over the normal 40-year useful life span of most academic buildings. Forty-year lease costs, at present rates, would be \$149.6 million.

Effects on other institutions

Commission Criterion 3: Other public segments and adjacent institutions, public or private, must be consulted during the planning process for the new off-campus center.

Commission Criterion 5: The proposed off-campus center must not lead to an unnecessary duplication of programs at neighboring campuses or off-campus centers, regardless of segment or district boundaries.

Commission Criterion 6: The establishment of University and State University off-campus centers should take into consideration existing and projected enrollment in adjacent institutions, regardless of segment.

Because of their relationship, these three criteria are considered together in this section.

In June 1986, President Thomas Day of San Diego State University asked for statements from the six institutions in the immediate vicinity of the proposed center -- the University of California at San Diego, Mira Costa College, Palomar College, National University, the University of San Diego, and United States International University. He received no response from United States International University, but the other chief executives replied as follows.

- Chancellor Atkinson of the University of California, San Diego, responded that although he had not had the opportunity to review the proposal carefully, "My intuition says that the facilities for higher education in San Diego County need to be expanded and I am sure that SDSU's leadership will be effective" (The California State University, 1986c, Attachment 1).

- Presidents H. Deon Holt of Mira Costa College and Superintendent/President George R. Boggs of Palomar College -- the area's two community colleges -- both wrote enthusiastic letters of support. Enrollment projections for both colleges, shown in Display 23 below, indicate continued annual growth between 1990 and 1995 at both of them; and because the center is intended to offer only upper-division and graduate courses, it would not compete with their programs.

DISPLAY 23 Enrollment Projections for Palomar and Mira Costa Colleges, 1990 to 1995

Year	Palomar College	Mira Costa College
1990	16,240	6,808
1991	16,500	6,902
1992	16,850	7,018
1993	17,320	7,170
1994	17,720	7,313
1995	18,252	7,460

Source: The California State University, 1986c.

- President Author E. Hughes of the University of San Diego stated that "My only concern, which I expressed to you early on, was that there be an adequate study of the need for such a campus and my understanding is that such a study has taken place and there is, in fact, a real need for a satellite campus for SDSU."
- President David Chigos of National University described National's activities in the north county area and expressed some concerns about the North County Center proposal:

Our presence in North County was expanded dramatically with the construction of a full campus at Vista in late 1980. We completed another classroom complex at our North County campus in the Spring of 1986 and will start construction of still another classroom complex in the Winter Quarter 1987. In addition to these facilities, we will open an overflow learning center annex in Rancho

Bernardo, in the Fall of 1986. A learning center has been proposed for the Fall Quarter of 1987 in the Carlsbad/coastal area. Through these educational facilities, National University will offer approximately 800 courses to a North County student body of approximately 2,500, during the 1986-87 school year.

He stated that National had been requested to establish another campus in southern San Diego County but could not do so because of its northern commitments, and he therefore suggested that "the system should consider the suggestion made by South Bay elected officials that CSU locate their new campus in the South Bay area rather than duplicating National University's successful program offerings for the past eight years in North County."

National University currently offers 192 courses in 38 subject fields at its Vista campus (Appendix H). Those disciplines with the greatest number of courses include education (15), law (14), psychology (12), computer sciences (11), information systems (11), accounting (10), and natural sciences (10). Other courses with evident popularity fall primarily into the business and management field, and include finance (9), management (8), marketing (6), management science (6), economics (4), and telecommunications management (4).

It appears probable that the North County Center will offer degree programs in many of these same curricula areas, since the State University intends to transplant its San Marcos Center curriculum (described under Criterion 9 below) to the new facility. But the controlling word in Criterion 5 regarding "unnecessary duplication of programs at neighboring campuses or off-campus centers" is *unnecessary*; and the National-North County Center duplication may be considered reasonable and necessary for at least two reasons:

1. National University offers its courses on a one-course-per-month basis, usually in the evening, thereby allowing employed students to arrange their class schedules around their work and avoid the semester-long time commitments required at State University campuses and centers. In contrast, the proposed center will operate during both day and evening on the semester system.

2. National's tuition and fee levels quite clearly preclude many north county residents from attendance. According to National's 1986 catalog, it requires about 180 quarter units for the bachelor's degree, which, at National's current fee of \$93 per unit, brings its total student fees to \$16,740 and its annual cost to \$4,185, assuming a four-year program. While these fees are considerably less than those charged by many other independent institutions, they are still about five to six times higher than those currently charged to State University students.

For these two reasons, it seems unlikely that the two institutions will be unnecessarily competitive. Moreover, National has demonstrated in the past that its unique format is highly attractive to students in cities such as Los Angeles, Sacramento, San Diego, and San Jose, where comprehensive State University campuses have operated for many years. Thus, given the letters of support for the North County Center from the presidents of the other neighboring educational institutions, the Center does not appear to duplicate existing offerings unnecessarily.

Meeting community needs

Commission Criterion 4 Programs to be offered at the proposed center must meet the needs of the community in which the center is to be located. Strong local or regional interest in the proposed facility must be demonstrated.

The need for educational services in the north county area is strongly evident, as is local and regional support. The Tadlock study indicates a need for 6,000 new teachers and 5,000 replacement teachers in the area by the year 2000 (pp. 56, 99). In addition, the State University's needs study contains letters of support from six area legislators as well as officials of San Diego County, the County Office of Education; the cities of Escondido, Carlsbad, Del Mar, Ocean-side, Poway, San Marcos, and Vista; 42 corporations -- including Burroughs, Chrysler, Hewlett-Packard, Hughes Aircraft, Kaiser Development, NCR, Pacific Bell, San Diego Gas & Electric, and SONY; nine school districts; and numerous community organizations and private citizens. There is no known opposition.

While many corporations would be expected to support growth of most kinds, some of the comments from the technologically oriented companies are specifically indicative of their need for educational services. For example, David Aker of Burroughs stated that "San Diego State University's main campus is well over their FTE limit of 25,000 students. It would appear that the capacity to fill our educational needs is rapidly diminishing, and this is particularly true in the North County where there is rapid growth in high technology firms." The Chrysler Corporation stated that it had a specific need for trained professionals in "computer sciences, engineering, management, industrial design, and science-related degrees." And Joseph Costa of Hewlett-Packard commented that it is "critical for the future growth of the high technology firms in this area, including Hewlett-Packard, that we start making moves to grow more of our own engineers locally" (The California State University, 1986c, Appendix H). Many others offered comments in the same vein.

Reasonable commuting time

Criterion 8: The proposed off-campus center must be located within a reasonable commuting time for the majority of residents to be served.

Both the Tadlock study and the State University's needs study contain comprehensive summaries of the transportation systems in the north county area. Although the area's primary means of transportation is the automobile, San Diego County is proposing the extension of light-rail service to the San Marcos area sometime between 1995 and 2005. The current freeway system is shown in Display 24 on the opposite page, with levels of congestion shown in Display 25 (page 32). Display 26 on page 33 shows travel times between the San Marcos site and various areas of the County as determined by Tadlock and indicates that the most distant areas of the north county region are accessible to the campus within 45 minutes while most can be reached in substantially less.

Display 27 on page 34 shows the general vicinity of the Prohoroff Ranch site, indicating that it is located adjacent to State Route 78 and intersected by Twin Oaks Valley Road. From the freeway map shown in Display 24, it can be seen that this location provides excellent access from both the eastern and western

areas of the county and good access from the northern and southern areas along Interstates 5 or 15. State Route 78 and the two interstate freeways are major arterials with generally light to moderate traffic at present, and they are expected to remain so through 2005 (Tadlock, 1986, Figure 12).

Bus service to San Marcos and the surrounding area has been provided by the North County Transit District since 1976. The needs study provides no information indicating the level of service to be provided between the proposed site and various north county cities. This should not come as a surprise, however, since the site has not yet been acquired, and planning remains in its early stages. If the North County Center is approved and funds are provided by the Governor and the Legislature, the State University should be expected to enter into negotiations with the North County Transit District to ensure bus transportation to the center.

Program description and justification

Commission Criterion 9: The programs projected for the new off-campus center must be described and justified.

The current off-campus center in San Marcos offers degree programs in the following subject fields:

Undergraduate programs

Major in American Studies with the BS degree in Liberal Arts and Sciences.

Major in Liberal Studies (three different options), with the AB degree in Liberal Arts and Sciences.

Major in Social Science with the AB degree in Liberal Arts and Letters.

Major in Business Administration with emphases in Accounting or Management.

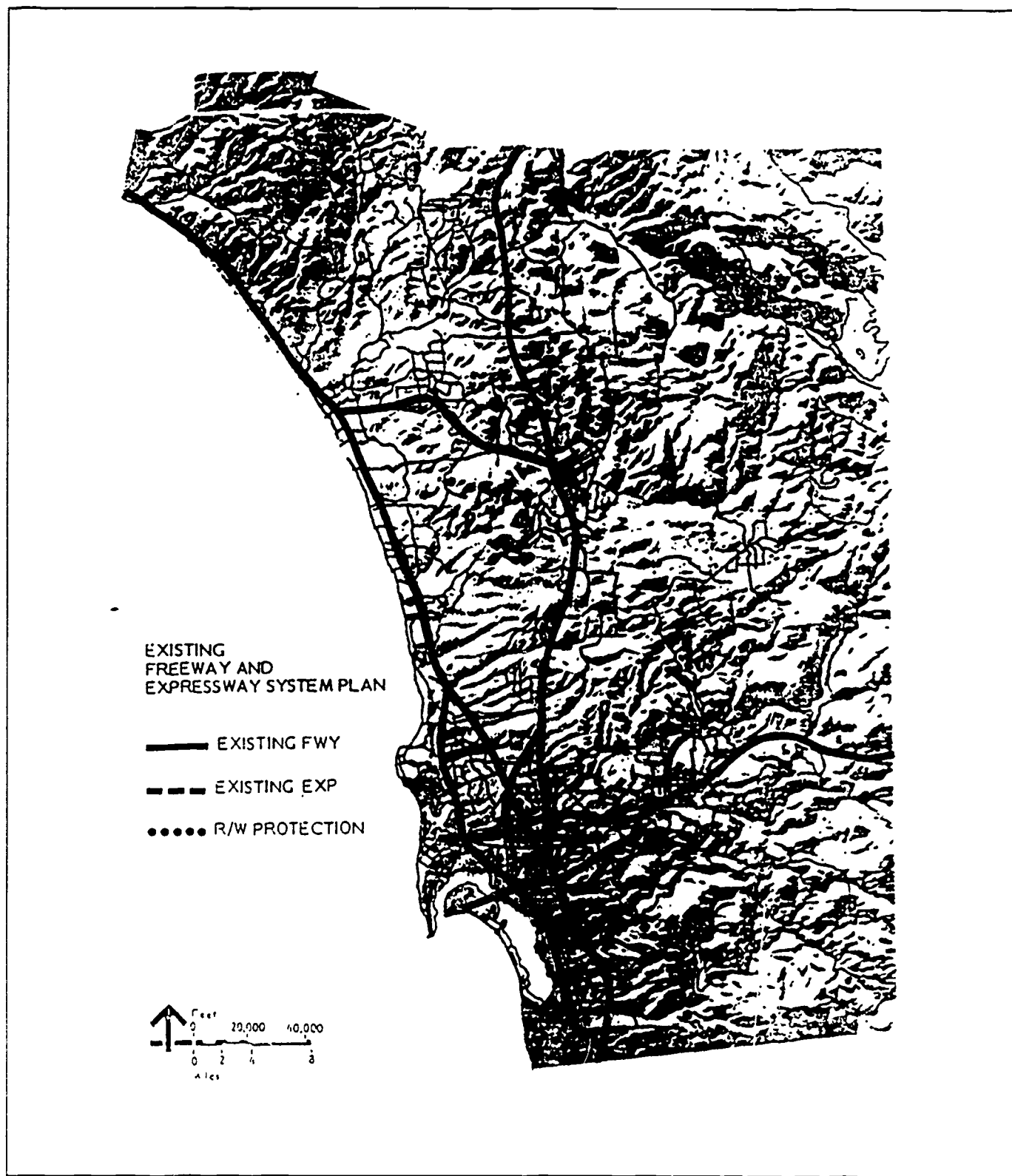
Major in Public Administration with the AB degree in Applied Arts and Sciences.

Major in Psychology, with the AB degree in Liberal Arts and Sciences.

Graduate programs

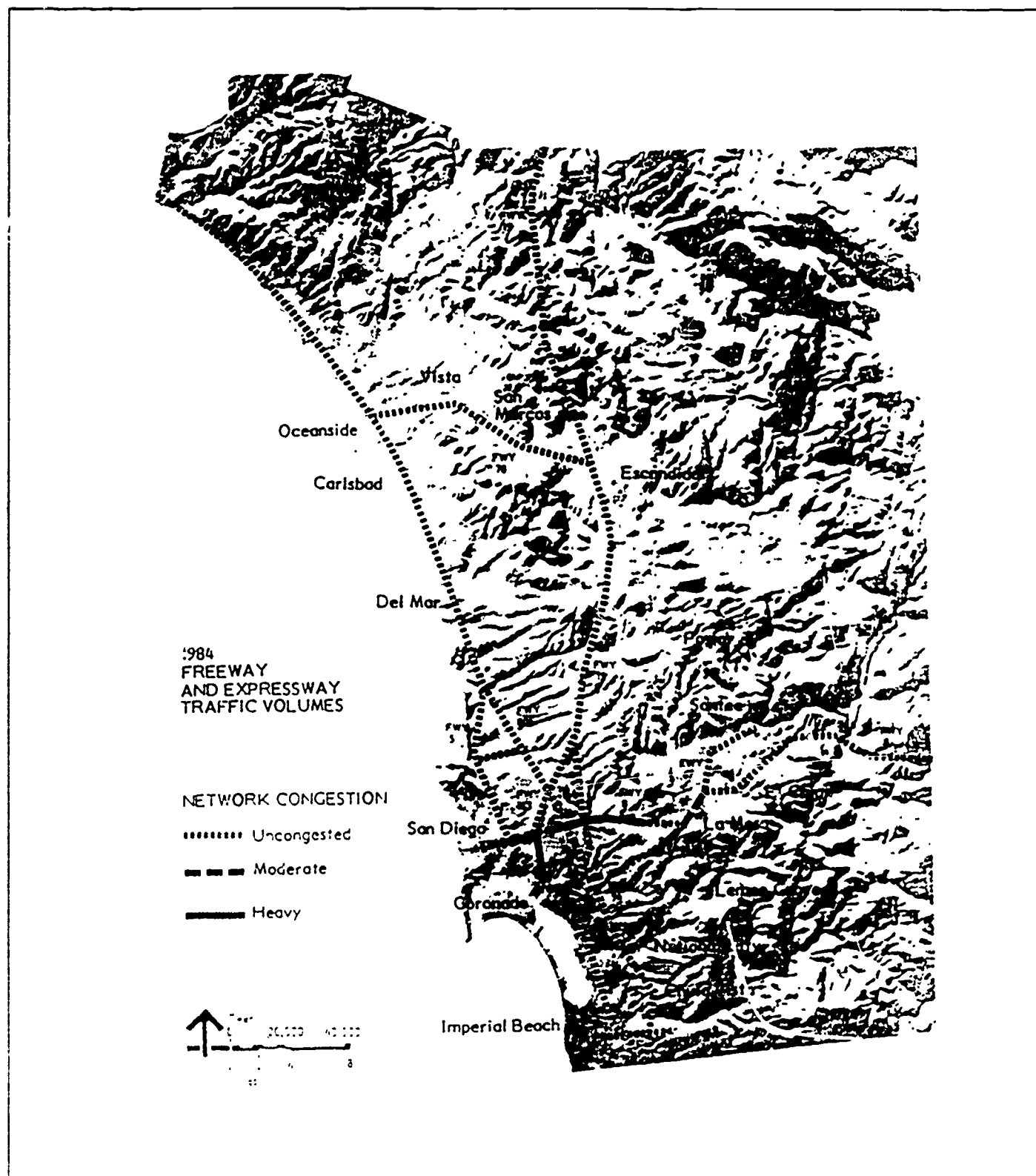
MA degree in Education with concentrations in (1) Elementary Curriculum and Instruction, (2) Secondary Curriculum and Instruction, (3) Commu-

DISPLAY 24 San Diego County Freeway and Expressway System



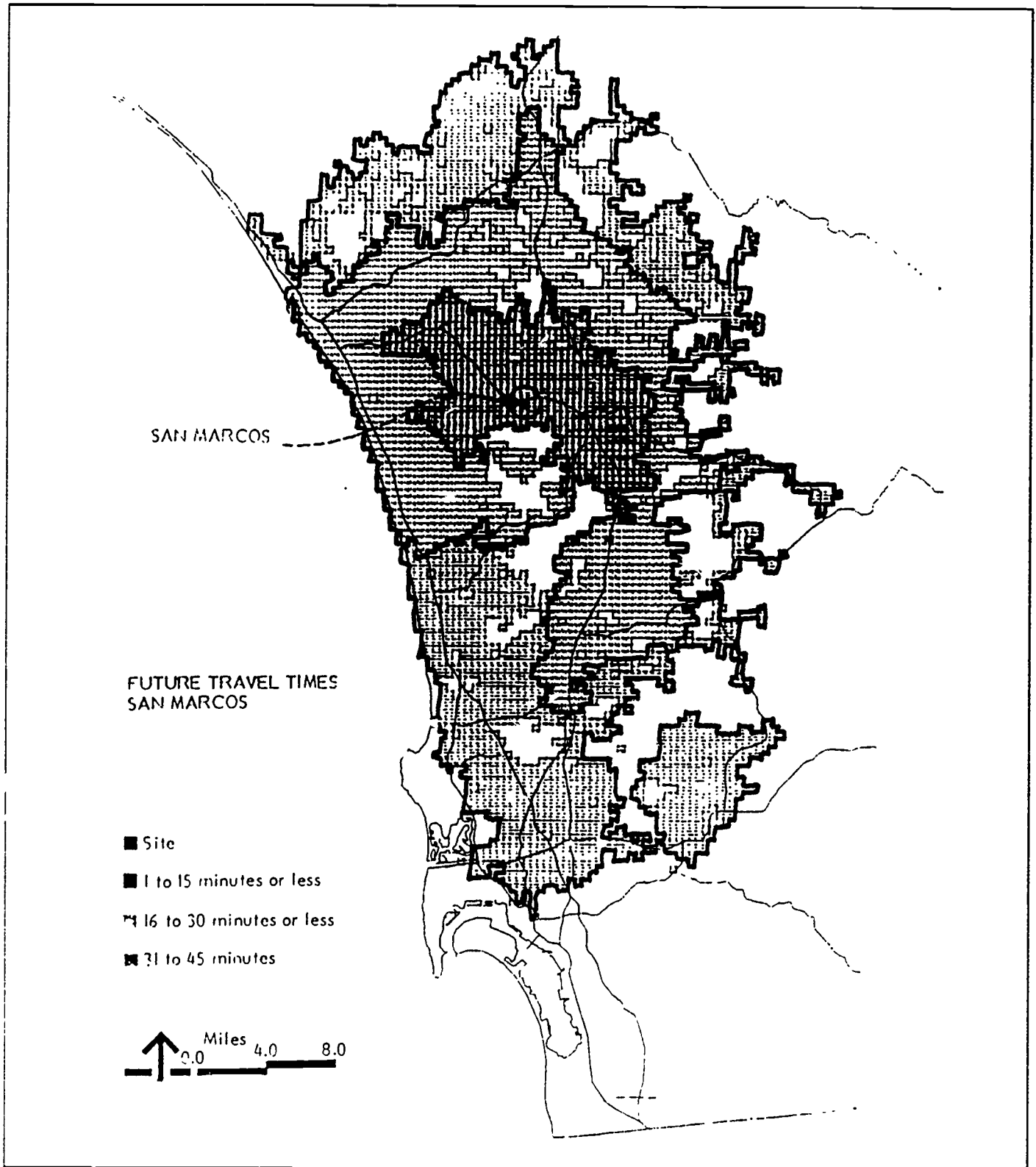
Source: TAC, 1986, Figure 13.

DISPLAY 25 San Diego County Freeway and Expressway Traffic Volumes, 1984



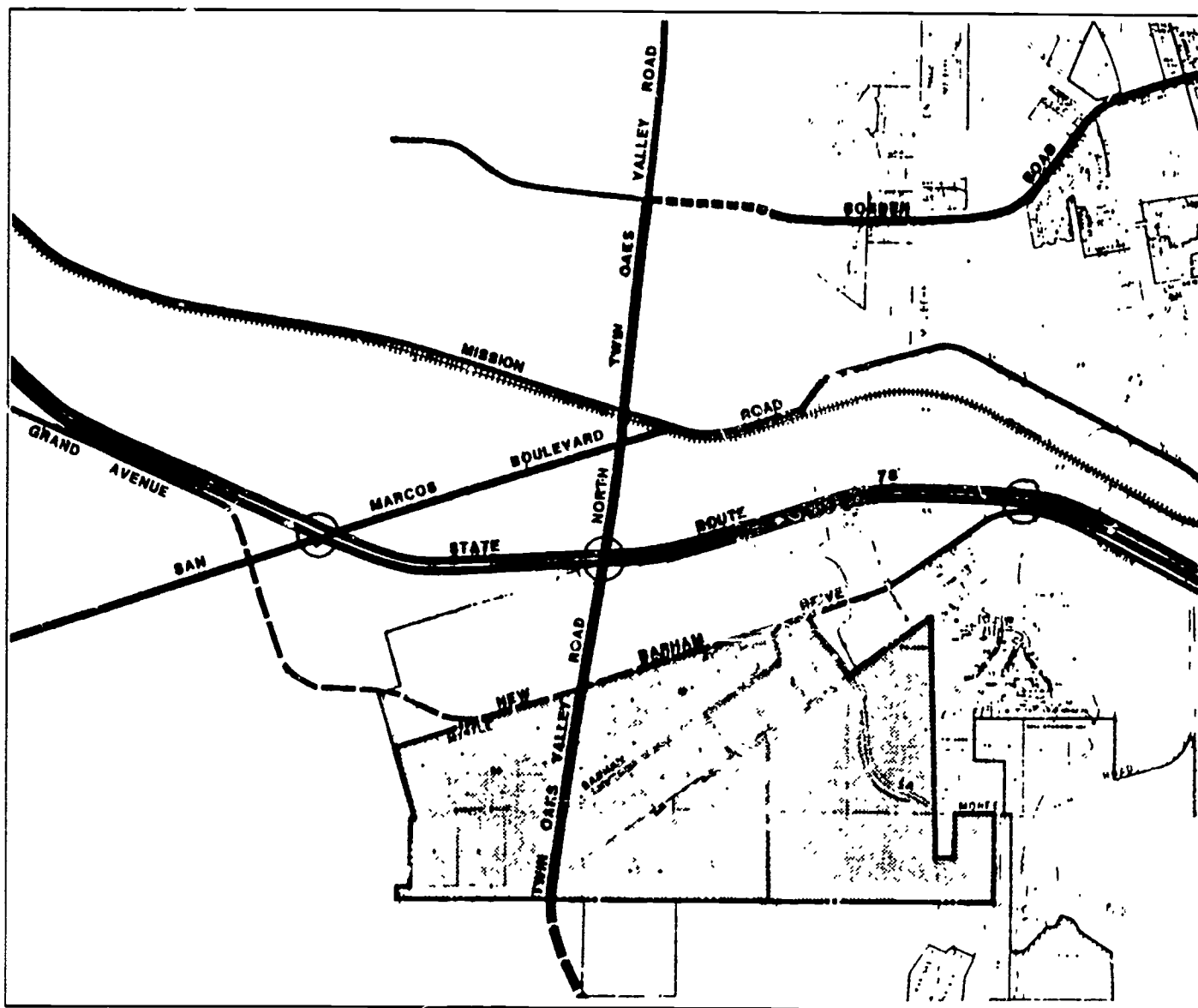
Source: Tadlock, 1986, Figure 11.

DISPLAY 26 *Commuting Times to and from the San Marcos Site*



Source: Tadlock, 1986, Figure 15.

DISPLAY 27 *General Vicinity of the Prohoroff Ranch Site*



Source: PRC Engineering, 1986.

nity College Curriculum and Instruction; (4) Educational Administration and/or Administrative Services Credential; or (5) Educational Technology.

Master of Social Work degree.

Credential and certificate programs

Multiple Subjects Teaching Credential

Single Subject Teaching Credential
Certificate in Instructional Technology

At present, the State University plans to transfer these degree programs to the new North County Center. It has offered no further plans for an expanded curriculum in its proposal, perhaps because it awaits Commission and legislative action before starting detailed program planning. However, a substantial increase in the number of students

served will most likely necessitate a considerable expansion of the curriculum, and the Commission believes that some indication of the direction of this likely expansion is needed at this time, even though the specific new offerings will eventually be subject to the normal program review procedures followed by both the Commission and the Educational Programs and Resources Division of the Office of the Chancellor.

Physical, social, and demographic characteristics

Commission Criterion 10: The characteristics (physical, social, demographic, etc.) of the location proposed for the new off-campus center must be included.

Senate Bill 1060 (Craven) specified that the State University "shall contract for the performance of a detailed survey of the northern portion of San Diego County that shall include, but not be limited to, official population projections, an industry and income profile," and related matters. In compliance with that directive, the State University retained PRC Engineering of San Diego to survey the north county region and determine the suitability of various sites. PRC submitted an extremely comprehensive 300-page report that analyzed the suitability of four possible sites for the North County Center, as indicated in Displays 28 and 29. PRC described each of the sites as follows (1986, pp 5-3, 5-4):

Site A: Site A is approximately 581 acres in size and is known as the Bressi Ranch property. The site is an unincorporated County island, entirely surrounded by the City of Carlsbad. The site is bordered on the north by Palomar Airport Road and on the west by El Camino Real. Palomar Airport Road provides access from the site to Interstate 5, approximately 3.5 miles to the west. Access to SR-78 is available via El Camino Real to the north or San Marcos Boulevard to the east. The site is characterized by a varied terrain, with a large upper plateau to the north, a series of finger ravines, and a small lower basin in the south portion of the site.

Site B: Site B, known as the College Cannon site, comprises approximately 647 acres in the northeast portion of the City of Carlsbad and includes some unincorporated County areas. Future access to I-5 is expected to be provided by the construction of Cannon Road on the southern boundary of the site; access to SR-78 will be provided by the extension of College Boulevard along the site's western boundary. Access to this site is presently restricted to unimproved dirt roads. Topography of the site varies from two dominant hills, rolling terrain in the eastern portion, extremely rough terrain in the central and western portions, and a large flat drainage basin in the southwest corner.

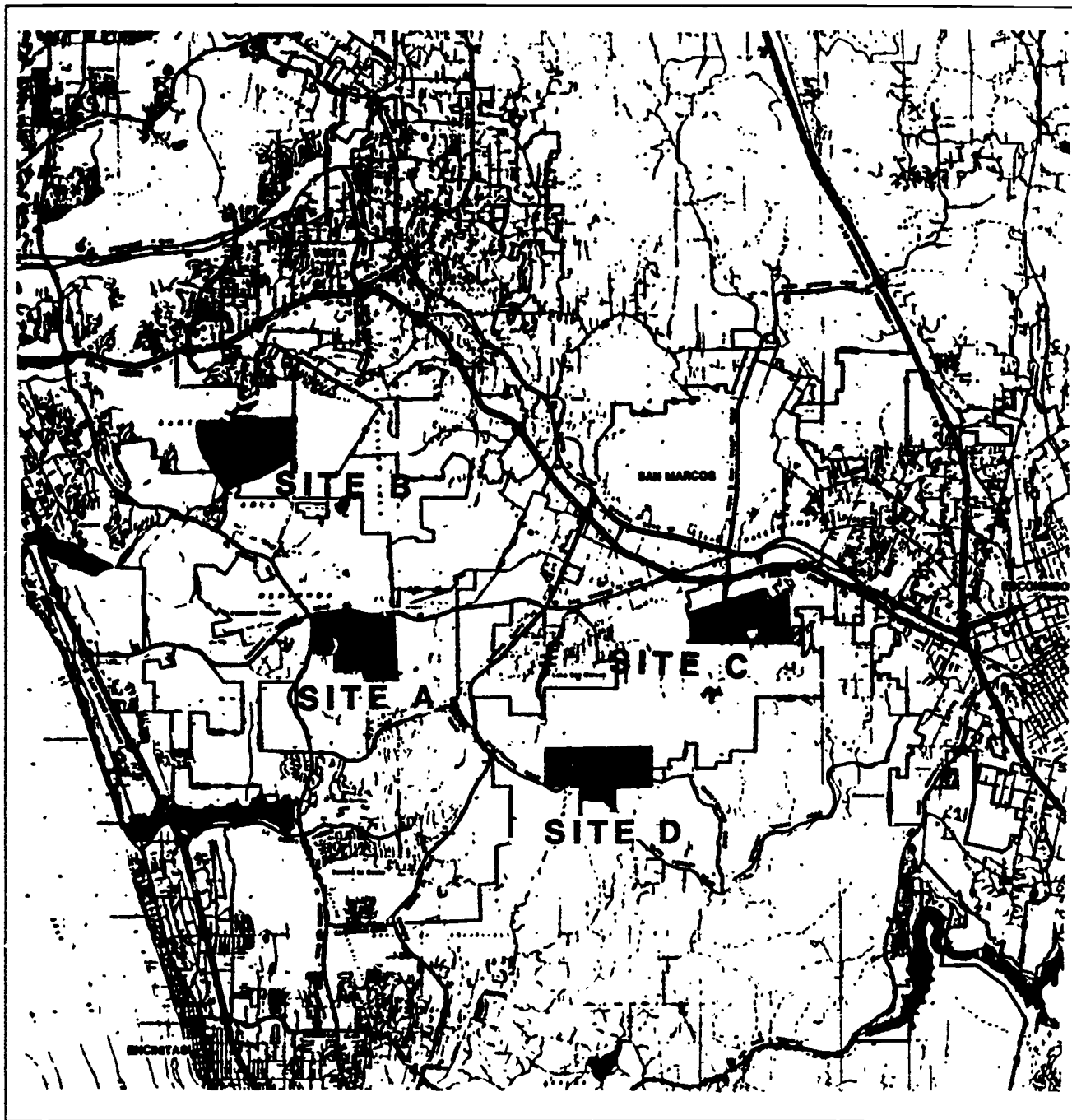
Site C: Site C, known as the Prohoroff Ranch property, is located approximately one-half mile south of SR-78 near the intersection of

DISPLAY 28 *Sites Surveyed by PRC Engineering, with Approximate Locations and Acreages*

Letter Designation	Site Name	General Location in the North County Area	Approximate Acreage
Site A	Bressi Ranch	Southwest	581
Site B	College Cannon	West/Central	647
Site C	Prohoroff Ranch	Central	541
Site D	Byron White	South/Central	546

Source: PRC Engineering, 1986.

DISPLAY 29 Four Potential Site Locations for the San Diego State University North County Center



Source: PRC Engineering, 1986, p. S-2.

Myrtle Avenue and Twin Oaks Valley Road in the City of San Marcos. This 541-acre site has a varied terrain ranging from nearly level land in the northern portion to sloping areas in the southern and eastern portions of the site. Twin

Oaks Valley Road provides direct access to State Route 78 from the site. The site is located within the City of San Marcos' Redevelopment Project Area No. 2, and annexation proceedings

are underway to incorporate the western portion of the site into the City of San Marcos.

Site D: Site D is known as the Byron White site, and is part of a 2,150 acre ownership. Based on field reconnaissance, review of available topographic mapping and a slope analysis, PRC planners determined the portion of the property which would be most reasonable for further study as a possible site for a university campus. The portion of Site D selected for consideration is a 546-acre undeveloped parcel located in the southernmost part of the City of San Marcos. Questhaven Road and Elfin Forest Roads provide access to the site, with major access to both I-5 and SR-78 provided by Rancho Santa Fe Road, located approximately two miles west of the site. The topography of the site ranges from steep mountain peaks in the northern portion of the property to relatively level land in the central and western sections of the site.

Following its analysis of the region and the four sites, PRC developed the matrix shown in Display 30 on page 38, which summarizes its assessment of each site's suitability in terms of 20 different indices -- including centrality of location, zoning problems, land-use patterns, traffic circulation, geologic suitability, public health and safety considerations, and noise impact. Its conclusions can be summarized as follows:

1. The Bressi Ranch property (Site A), while otherwise quite suitable for the center, contains severe public safety problems due to its proximity to the Palomar Airport and has a limited amount of prime development area, and serious geologic constraints.
2. The College Cannon site (Site B) has an earthquake fault and a major utility easement that cross the only otherwise developable portion of the site as well as little room for expansion.
3. The Prohoroff Ranch site (Site C) is the most usable due to its central location and general absence of constraints to the State University's development plans.
4. The Byron White site (Site D) has severe problems with regional transportation, zoning ordinances, land use compatibilities, utility ease-

ments, road access, topography, and geologic faults.

PRC attached seven conditions to its recommendation of the Prohoroff Ranch site, including actions prior to site acquisition and initial construction related to zoning, the rerouting of Twin Oaks Valley Road, interchange improvements, and widening of State Route 78. It also suggested that planners aggressively pursue both light rail and the construction of the proposed Civic/Cultural Center at a location approximately 0.4 miles from the site.

Unfortunately, although PRC described the physical features of each of the four sites thoroughly, the State University's needs study contains no comprehensive demographic information about the north county area as called for by Criterion 10.

Access for the disadvantaged

Criterion 11: The off-campus center must facilitate access for the economically, educationally, and socially disadvantaged.

According to 1980 census data on low-income and minority residents of the north county, the area in the immediate vicinity of the proposed center has significantly lower housing prices and family income than the average for the rest of San Diego County. The racial distribution shows a lower, but still substantial, percentage of Black residents than the Statewide average, and a significant Hispanic population. The 1980 data, as presented by the San Diego Association of Governments, are shown in Displays 31 and 32 on page 39.

In its *North County Proposal*, the State University responded to Criterion 11 as follows (The California State University, 1986c, p. 34):

... a permanent off-campus center would have direct impact on access for all of North County. The consultant (Tadlock) points out how the University's presence would benefit the entire population, particularly the disadvantaged. (See Appendix K)

Of special note is the University's relationship to the American Indian and Hispanic populations of the area. For the past two years especially, the center has been aggressive in establishing curricular bonds with leaders among

DISPLAY 30 *PRC Engineering's Matrix of Site Suitability Features, North County Center*

		SITE			
ISSUES		Bressi Ranch (A)	College Cannon (B)	Prohoroff (C)	Byron White (D)
Regional Issues	Centrality of Service Region	Good Location	Fair to Good Location	Excellent Location	Fair Location
	Regional Transportation Network Impacts	Minimal to Moderate Constraints	Minimal Constraints	Minimal to Moderate Constr'nts	Severe Constraints
Vicinity Issues	General Plan and Zoning Compatibilities	Minimal to Moderate Constraints	Minimal Constraints	Minimal Constraints	Moderate to Severe Constraints
	Governmental/ Private Sector Impacts	Moderate to Severe Constraints	Fair Opportunities	Excellent Opportunities	Fair Opportunities
	Existing Vicinity Land Use Compatibilities	Moderate to Severe Constraints	Minimal to Moderate Constraints	Minimal Constraints	Severe Constraints
	Land Use Development Pattern Impacts	Moderate to Severe Constraints	Minimal to Moderate Constraints	Minimal Constraints	Moderate to Severe Constraints
	Community Interface Potentials	Limited Potentials	Limited Potentials	Good Potentials	None to Limited Potentials
	Vicinity Circulation Impacts	Minimal Constraints	Minimal to Moderate Constraints	Moderate Constraints	Severe Constraints
	Public Health and Safety Impacts	Severe Constraints	Minimal Constraints	Neutral	Moderate Constraints
Site Issues	Ownership and Encumbrance Impacts	Neutral	Moderate Constraints	Moderate Constraints	Severe Constraints
	Site Access Impacts	Neutral	Moderate to Severe Constraints	Moderate Constraints	Severe Constraints
	Topographic Suitability	Moderate Constraints	Moderate Constraints	Neutral	Severe Constraints
	View Potentials	Excellent Opportunities	Good Opportunities	Fair Opportunities	Fair Opportunities
	Geologic and Soil Suitability	Moderate to Severe Constraints	Moderate to Severe Constraints	Minimal to Moderate Constraints	Severe Constraints
	Biological Resource Impacts	Minimal Constraints	Moderate Constraints	Minimal Constraints	Moderate to Severe Constraints
	Cultural/Historical Impacts	Minimal Constraints	Minimal Constraints	Neutral	Moderate Constraints
	Utility Availabilities and Service Impacts	Moderate Constraints	Moderate to Severe Constraints	Moderate Constraints	Severe Constraints
	Flooding and Drainage Impacts	Moderate Constraints	Moderate Constraints	Minimal Constraints	Minimal Constraints
	Climatological/ Air Quality Impacts	Neutral	Neutral	Neutral	Moderate Constraints
	Noise Impacts	Minimal Constraints	Neutral	Neutral	Minimal Constraints

Source: PRC Engineering, 1996.

DISPLAY 31 *Demographic Characteristics of San Diego County Statistical Areas and Selected Statistical Tracts, 1980*

Statistical Area	Median Age	Family Income	Housing Value
Central	27.2	\$16,330	\$83,620
North City	30.3	24,911	118,554
South Suburban	27.5	18,433	80,222
East Suburban	30.1	21,352	91,092
North County	30.5	20,315	101,206
East County	35.6	19,625	75,843
Average	29.2	\$20,313	\$96,396
North County Census Tracts. 40, 41, 44, and 47 (Special Analysis)	30.7	\$18,792	\$85,184

Source: 1980 Census data quoted in San Diego Association of Governments, 1983.

DISPLAY 32 *Percentage Distribution of the San Diego County Population, by Racial/Ethnic Category, 1980 Census.*

Region	White	Black	American Indian	Asian/Pacific Islander	Other	Total
Central	68.5%	14.1%	0.7%	6.2%	10.6%	100.0%
North City	87.6	2.5	0.5	5.8	3.5	100.0
South Suburban	73.9	2.7	0.6	9.2	13.7	100.0
East Suburban	92.4	1.7	0.8	1.7	3.3	100.0
North County	84.6	3.2	1.1	2.6	8.5	100.0
East County	89.7	1.4	4.6	0.4	3.9	100.0
Total	81.3	5.6	0.8	4.8	7.5	100.0
Distribution of the Hispanic Population	Mexican	Puerto Rican	Cuban	Other Hispanic	Total	Hispanic Percent of Total
Central	84.1%	2.3%	0.6%	13.0%	100.0%	19.1%
North City	65.7	3.3	1.3	29.7	100.0	7.1
South Suburban	89.3	1.2	0.2	9.3	100.0	31.8
East Suburban	76.2	2.4	0.7	20.8	100.0	8.3
North County	86.0	2.4	0.4	11.2	100.0	15.1
East County	87.7	1.2	0.2	10.9	100.0	9.4
Total	82.8	2.2	0.6	14.4	100.0	14.8

Source: San Diego Association of Governments, 1983.

the ethnic populations. The University is most encouraged by these efforts as the appropriate academic and cultural programs begin to take root. (See Appendix L.) This is a long-range plan, however, and the University is committed

to continuing aggressive outreach and recruitment activities. It should be noted, though, that the disadvantaged students as well as the ethnic populations require the same programs and courses as others do. Without a broad aca-

demographic mix they will remain without access, clearly disadvantaged.

This description is inadequate to satisfy the requirements of Criterion 11. Appendix K of the proposal, referred to in the above quotation, contains only the demographic data developed by Tadlock & Associates, and while Appendix L contains two letters of support from the chairmen of the Departments of American Indian Studies and Mexican American Studies at San Diego State, it gives no indication of support or interest from any ethnic minority community organization or representatives of disadvantaged people in the area. Further, the survey contains no description of any existing or proposed special programs for minorities or disadvantaged students; and since no academic master plan for the

proposed center yet exists, it is impossible to evaluate the extent to which the State University proposes to serve these populations.

Summary

Of the Commission's ten criteria that are relevant to the North County Center, the California State University has supplied information on seven that present no problems to the Commission. On three others, however -- Criterion 1, on enrollment projections; Criterion 9, on program justification; and Criterion 11, on serving disadvantaged students -- the State University has supplied insufficient information.

3

Off-Campus Center or Campus?

MUCH local interest exists within San Diego County for creating a second four-year campus of the California State University -- potentially the twentieth of the system. Local legislators and public officials from the north county area have stated consistently that their ultimate goal is for a comprehensive institution and that they regard the creation of an upper-division and graduate off-campus center as only a step in the evolution of that campus. The Trustees of the State University, while proposing to construct only an off-campus center, nevertheless propose to purchase between 350 and 400 acres of the Prohoroff Ranch property for it, which indicates that they want to buy enough land to expand into a full-fledged campus at some future time.

The fact that between 50 and 150 acres of the Prohoroff Ranch site are hilly and cannot readily be developed in no way diminishes the fact that a full campus could easily be constructed on the remainder. This is confirmed by Display 33, which shows the gross and net usable acreages of the State University's 19 campuses. As can be seen, ten of the 19 operate on fewer than 250 usable acres. It is clear that 250 acres of usable land are not required simply for an off-campus center, particularly when the average of all 19 comprehensive campuses is 246.3 usable acres.

The State University's consultant for the center, Tadlock & Associates, has recommended that "CSU plan for a comprehensive campus in NCSA [North County Service Area] to house a minimum of 14,900 enrollment and a maximum of 21,000 by the year 2010" (Tadlock, 1986, Executive Summary, p. 9). And in the needs study for the center, the Office of the Chancellor has stated:

Beyond the demographic evidence which points clearly to the need for the University to develop in North County, there is another serious matter: availability of land. With the expansion of cities, residences, and industrial-commercial centers, parcels sufficient to establish a university have disappeared rapidly. Thus, there is some real need to move forward

DISPLAY 33 Gross and Net Usable Acreages at California State University Campuses

Campus	Gross Acreage	Net Usable Acreage	Percent Usable
Bakersfield	376	376	100.0%
Chico	119	116	97.5
Dominguez Hills	356	345	96.9
Fresno	327	327	100.0
Fullerton	237	227	95.8
Layward	355	173	48.7
Unboldt	144	115	79.9
Long Beach	319	305	95.6
Los Angeles	173	151	87.3
Northridge	353	326	92.4
Pomona	428	412	96.3
Sacramento	288	268	93.1
San Bernardino	430	350	81.4
San Diego	283	207	73.1
San Francisco	102	92	90.2
San Jose	153	153	100.0
San Luis Obispo	374	303	81.0
Sonoma	219	219	100.0
Stanislaus	227	215	94.7
Averages	277.0	246.3	88.9%
North County Center Proposal	350-400	225-325	65-80%

Source: California State University, 1986d.

without delay in purchasing a site for the campus.

All data indicate clearly that San Diego State University should establish a permanent campus in North County. The consultant's report [Tadlock] is strong in its recommendation for such a step.

At this time, the Trustees of the California State University support a site purchase, capi-

tal construction, and a significant expansion in upper-division and graduate offerings by 1992. However, there is a strong possibility that a *full-service, four-year and graduate campus will be needed* at some point. The demographics will require it (The California State University, 1986c, pp. 35, 36; italics added).

Several demographic factors indicate the potential need for a more comprehensive facility than the Trustees currently propose:

- **Growth of San Diego County:** Los Angeles County, with an estimated 1985 population of 7,891,318 (California State Department of Finance, 1983a) maintains five State University campuses -- an average of one campus for each 1,578,263 people. In contrast, San Diego County, with 2,135,872 residents, has only San Diego State University plus the San Marcos Center; and by 2000, its population is expected to grow 33.4 percent to 2,848,974; by 2020, the County should add another 22.6 percent, and grow to 3,494,411 (ibid.). From these projections, it appears that San Diego County's population will be more than twice the per-campus average population in Los Angeles County early in the twenty-first century -- a fact that indicates a long-term need for a second full-service campus in San Diego County.
- **Potential enrollment:** The Commission's enrollment projections presented in Display 19 on page 22 above show the need for a facility to accommodate 2,640 full-time-equivalent students in the north county area by the year 2000, but its projection is based on the assumptions that the North County Center will have no lower-division offerings, and that the full array of academic and student activities and services normally found on a comprehensive campus will not be present.

Should the State decide in the future to convert the center to a campus, these enrollment projections would change dramatically. The participation rates, shown only for the upper-division and graduate levels, should increase by about 40 to 45 percent. The estimate of only 5 percent attendance from outside the service area would probably jump to between 20 and 30 percent, and the proportion of headcount to full-time-equivalent students would grow between 1990 and 2000 from the current projection of between 50 and 70 percent to between 75 and 80 percent -- percentages very close to the statewide average for the State University's campuses. These adjustments could change the Commission's estimate of 2,640 full-time-equivalent students to between 4,000 and 5,000 -- either one probably sufficient to justify the creation of a full-service campus. A campus of that size would in fact be larger than two existing campuses and about the same size as four others.

Since the population of San Diego County will almost certainly continue to grow -- the only major constraint being the availability of water -- land suitable for development will continue to be absorbed, and therefore increase in cost. In just the past year, housing prices rose 15 percent in the San Diego region (California Association of Realtors, 1986), and the San Diego Association of Governments estimates further that the amount of vacant and developable land in the north county area will decrease by 45.3 percent between 1990 and 2000 -- from 157,122 acres at present to 86,032 (SANDAG, 1984). It is certainly possible that land prices could double within eight to ten years.

All of these considerations argue for comprehensive long-range planning by the California State University in the San Diego area -- a subject discussed further in Chapter Four.

IN terms of projected enrollment and site size, the proposed North County Center of San Diego State University is the largest off-campus center ever reviewed by the Commission. It is also the first to be proposed for permanent status, and the needs study supporting it is the most complex the Commission has yet been asked to review. In the planning stage for several years, it had elicited sufficient interest 18 months ago to encourage the Legislature to approve Senate Bill 1060 (Craven), which appropriated \$250,000 for comprehensive needs and site analyses. It has drawn wide support from the local area, and no direct opposition from any group or institution, save only the reluctance expressed by National University.

Within the northern region of San Diego County, population projections developed by the San Diego Association of Governments anticipate massive growth through the end of this century and continued growth well into the next. For this reason, the consultant retained by the Trustees -- Tadlock & Associates of Carmel -- openly recommended the creation of a full campus capable of serving as many as 21,000 students by 2010.

In spite of those circumstances and the time available to the State University for developing its proposal for the center, a number of problems emerged in the proposal's documentation. The most important concerned its enrollment projections, but other deficiencies were apparent in the areas of academic master planning and planned services to disadvantaged students. Those difficulties and the Commission's overall analysis of the proposal lead to the following conclusions and recommendations.

Weaknesses of the proposal

Of the Commission's ten criteria relevant to the North County Center, three have been insufficiently addressed by the proposal:

1. *Enrollment projections:* The State University has not satisfied the formal requirements of the Com-

mission's Criterion 1, which deals with projected enrollments. Its projections were analytically inadequate and produced an enrollment "potential" far in excess of the probable opening enrollment of the center. Their lack of analytical validity was formally recognized and commented upon by the Population Research Unit of the Department of Finance and led the Commission to develop its own enrollment projections. Comments from the Department of Finance and San Diego State University President Thomas B. Day on the Commission's projections were discussed in Chapter 2, and are included in Appendices F and G, respectively.

Based on well-established procedures that involve a consideration of north county population projections, age cohorts, participation rates, local attendance rates, and the ratio of headcount to full-time-equivalent students, the Commission projects an enrollment for the North County Center of 1,412 full-time-equivalent students in 1990, 1,963 in 1995, and 2,640 in 2000 (Table 19, page 23). Although these projections are smaller than the potential calculated by the State University, they would establish the North County Center as the largest among all the State University's off-campus centers and more than justify its establishment. Thus the Commission's own projections satisfy the requirements of Criterion 1.

2. *Program description and justification:* Criterion No. 9 requires a description and justification of the programs proposed for the new center, and this requirement has not been met. The State University's needs study stated only that the programs currently conducted at the San Marcos Center will be transferred to the North County Center, but this is insufficient, since major curricular changes will be necessary when the existing center is expanded from 271 full-time-equivalent students in 1985-86 to the projected enrollments of between 1,400 and 2,650 from 1990 to 2000. Such growth will also require the installation of more extensive support services such as libraries, computer laboratories, and student services. The State University needs to indicate the configura-

tion of the curriculum and of these ancillary services.

3. *Access for the disadvantaged:* The Commission's final standard -- Criterion 11 -- requires the proposed center to facilitate access for the economically, educationally, and socially disadvantaged. This criterion received superficial treatment in the State University's needs study. Before the Commission grants final approval for the center, a full and detailed presentation of the State University's plans to serve disadvantaged members of the center's north county service area should be provided.

Strengths of the proposal

The State University has met all of the Commission's other criteria for the center:

1. *Consideration of alternatives:* The State University has fully satisfied the requirements of Criterion 2, regarding consideration of alternatives to the center. The Commission agrees that no practical alternative exists to establishing a permanent off-campus center in the north county area.
2. *Effects on other institutions:* The State University has also satisfied the requirements of Criteria 3, 5, and 6, concerning consultation with other institutions, program duplication, and enrollment at adjacent institutions. All major institutions of postsecondary education in the region were advised of the State University's intentions, and responses were received from most of their chief executives. In addition, the State University consulted extensively with representatives from the two local Community Colleges, and those officials fully endorse the center's creation and the offering of upper-division and graduate programs. Given the enrollment growth projected for these Community Colleges, as well as for the University of California, San Diego, it appears most unlikely that the establishment of the North County Center will in any way undermine their economy of operation or reduce their enrollments to any significant extent.

Concerning program duplication, National University suggested that it was serving the north county area adequately through its Vista campus

and that the State University should consider opening a center in the southern sector of San Diego County instead of the north. A detailed examination of National's course offerings, schedules, and fees, however, leads the Commission to conclude that duplication between National's north county offerings and those of the North County Center will be minimal and should not unduly affect National's overall operation.

3. *Meeting community needs:* Criterion 4 requires that the proposed center meet the needs of the community and that strong local or regional interest in it be demonstrated. There is no question that the center will serve the community and no question about local support, which has been vocal, comprehensive, and sustained. As to the specific needs of various population groups, however, the Commission cannot yet determine how those needs will be met, and this aspect of Criterion 4 will not be satisfied until the State University develops a comprehensive plan for degree programs, course offerings, and ancillary academic and student services, as the Commission has requested in its discussion of Criterion 9 above.
4. *Reasonable commuting time:* Criterion 8 concerns the location of the center and its accessibility to the residents of its service area. In this regard, the State University's site planning has been sound. It retained a respected engineering firm -- PRC Engineering -- to survey four possible sites from a variety of perspectives, and its needs assessment consultant -- Tadlock & Associates -- also examined transportation patterns and commuting times. It is clear from the report of PRC Engineering that Prohoroff Ranch -- the site chosen by the Trustees -- is the most acceptable of the four considered and that its location adjacent to a major freeway will provide reasonable access to a majority of north county residents.

The Commission notes, however, that a considerable amount of planning remains to be accomplished. Access roads may have to be built, widened, and perhaps even rerouted, and negotiations need to proceed with the North County Transit District to assure adequate public transportation to the site. The Commission presumes that the State University will take the necessary steps to complete these important, but presently unfinished, aspects of institutional development.

5. *Physical, social, and demographic characteristics:* Criterion 10 requires a description of the physical, social, and demographic characteristics of the proposed center, and the first of these was performed in a comprehensive manner by PRC Engineering. The State University only superficially addressed social and demographic characteristics in its needs study, but the Commission obtained enough data from the San Diego Association of Governments and the Population Research Unit of the Department of Finance to satisfy the requirements of this criterion.

In sum, despite deficiencies in the State University's needs study and in the planning procedures behind it, the population projections for the north county area show a strong need for expanded State University services in the area, and a probable need for a full-service campus at or near the turn of the century. Because the cost of land is rising so rapidly in the northern San Diego area, the purchase of 350 to 400 acres of the Prohoroff Ranch property is a reasonable and prudent action for the State of California to take now, even though the parcel is larger than needed for only an off-campus center.

Recommendations

Based on the above conclusions, the Commission recommends:

1. That the Governor and the Legislature approve funding in the 1987 Budget Act for the purchase of between 350 and 400 acres on the Prohoroff Ranch site in the City of San Marcos in northern San Diego County to be used for the construction of a permanent State University upper-division and graduate off-campus center of San Diego State University.
2. That the California State University submit by October 1, 1987, a supplemental report to

the Postsecondary Education Commission that corrects the deficiencies in its original needs study. This report should include a comprehensive academic and support service master plan for the North County Center and a complete description of how the Center will serve disadvantaged residents of the area. The report should also include a description of how public transportation will be made available to the Center's students.

3. That the Governor and the Legislature approve no funding for site development, planning and working drawings, or construction of the Center until the Commission has approved the academic and support service master plan and the plan for service to the disadvantaged.
4. That the State University proceed with physical master planning for the construction of facilities on the Prohoroff Ranch site sufficient to accommodate a full-time-equivalent upper-division and graduate enrollment of 1,500 to 1,700 by the opening date of Fall 1992, and of 2,600 to 2,700 by Fall 2000. This planning should take into account the potential expansion of the North County Center into a four-year, full-service campus of the State University system.
5. That if the State University considers it appropriate to convert the North County Center into a comprehensive campus, it shall submit a complete justification for that change to the Commission at least two years in advance of the proposed conversion date. That justification should conform to and satisfy all of the criteria contained in the Commission's "Guidelines and Procedures for the Review of New Campuses," with particular attention to Criteria 3 and 7 regarding consultation with adjacent institutions and consideration of existing and projected enrollments in those institutions.

Guidelines and Procedures for the Review of New Campuses and Off-Campus Centers

NOTE: The following material is reproduced from Report 82-34 of the California Postsecondary Education Commission, which the Commission adopted on September 20, 1982.

Preface

It has been many years since a new campus was authorized for either the University of California or the California State University, and it is not anticipated that any will be proposed in the immediate future. In the past five years, the only authorized new campuses have been Orange County Community Colleges. Off-campus centers, however, continue to be proposed from time to time, and it is probable that some new centers will be offered for Commission review and recommendation in the future.

In April of 1975, the Commission adopted policies relating to the review of new campuses and centers, and revised those policies in September of 1978. The purpose was to provide the segments with specific directions whereby they could conform to two *Education Code* sections. The first of these directs the Commission to review proposals for new campuses and off-campus centers of public postsecondary education and to advise the Legislature and the Governor on the need for and location of these new campuses and centers (*Education Code* 66903). The second states the Legislature's intent that no funds for the acquisition of sites or for the construction of new campuses and off-campus centers by the public segments be authorized without the Commission's recommendation.

The 1975 document -- and the 1978 revision -- outlined the Commission's basic assumptions under which the guidelines and procedures were developed, and specified the proposals subject to Commission review, the criteria for reviewing proposals, the

schedule to be followed by the segments when they submit proposals, and the required contents of "Needs Studies." As experience was gained with the guidelines, it became clear that some confusion was generated by this format, and that some instructions appeared to be ambiguous or difficult to interpret. In addition, there was the problem of applying the guidelines to operations that had been started totally with non-State funds -- especially Community College off-campus centers initiated solely with local money -- a distinction of considerable substance prior to passage of Proposition 13, but less meaningful thereafter. In several cases, doubt arose as to whether an existing center had been previously recommended by the Commission or "grandfathered" in by being initiated before the guidelines were adopted. In other cases, although the Commission was notified, it took no action because no State money was involved or anticipated. When State funds were later requested, some districts acquired the mistaken impression that a favorable recommendation had been secured, and were surprised to learn that they had to participate in an extended review process with no assurance that State funds would be approved. The purpose of this document is to resolve the questions and ambiguities surrounding the original (1975) and updated (1978) guidelines. To that end -- although large sections remain virtually unchanged -- three major revisions are included:

1. The original guidelines stated that the Commission would review new off-campus centers that will require either State or local funding for acquisition, remodeling or construction, and/or
- (2) those planned for use for three or more years at a given location, and which (a) will offer courses in two or more certificate and/or degree pro-

grams, and/or (b) will have a headcount enrollment of 500 or more."

The revised guidelines included in this document specify the need for review and recommendation only for operations "that will require State funding for construction, acquisition, remodeling, or lease. Those operations involving no State funds may be considered by the Commission for review and recommendation, but are reported primarily for inventory purposes." The location, program, and enrollment criteria are removed from the guidelines, leaving State funding the sole condition for requiring the Commission's recommendation. Review requirements for centers which have been in existence for several years at the time State funds are requested are specified below.

2. The original guidelines contained both "Criteria" for reviewing new proposals and a section entitled "Content of Needs Study" which was largely repetitive. In this document, the latter section has been subsumed under an expanded "Criteria" section.
3. The time schedules in the original guidelines and procedures were inconsistent between the four-year segments and the Community Colleges. This revision attempts to make the schedules more consistent for all segments.

Without question, the most difficult problem surrounding the Commission's role in the review of new campuses and off-campus centers concerns operations started without State money but needing State money at a later date. Obviously, it is impossible to ignore the fact that such operations exist, but at the same time, the Commission cannot allow prior existence to constitute a higher priority for State funds than would be accorded a proposal for a completely new facility. Were existing campuses and centers given such a priority, it could encourage the segments to "seed" new operations from non-State sources on the assumption that State money could be obtained more easily later. Accordingly, the Commission must regard any request for State funds, whether for an existing or new campus or center, as being applicable to a new operation. Thus, while these guidelines and procedures require Commission review and recommendation only for State-funded operations, the Commission strongly suggests that any segment anticipating the

need for State funds later take steps to secure the Commission's favorable recommendation at the earliest possible time. If such steps are taken, it should be possible to avoid denying funds to an existing center.

Although these guidelines and procedures are directed to public postsecondary education, the Commission invites and encourages the independent colleges and universities and the private vocational schools to submit their proposals for new campuses and off-campus centers to the Commission for review, thus facilitating the statewide planning activities of the Commission. This invitation to the independent segment was first extended by the Commission on April 14, 1975, at the time these guidelines and procedures were first approved. A similar invitation was extended on March 17, 1980, with respect to degree programs to be offered at off-campus locations (*Degrees of Diversity: Off-Campus Education in California*, California Postsecondary Education Commission Report No. 80-5, p. 100).

Assumptions basic to the development of guidelines and procedures for Commission review of proposals for new campuses and off-campus centers

The following assumptions are considered to be central to the development of a procedure for Commission review of proposals for new campuses and off-campus centers.

- The University of California and the California State University will continue to admit every eligible undergraduate applicant, although the applicant may be subject to redirection from the campus of first choice.
- The University of California plans and develops its campuses on the basis of statewide need.
- The California State University plans and develops its campuses on the basis of statewide needs and special regional considerations.
- The California Community Colleges plan and develop their campuses and off-campus centers on the basis of open enrollment for all students capable of benefiting from the instruction and on the basis of local needs.

- Planned enrollment capacities are established for and observed by all campuses of public postsecondary education. These capacities are determined on the basis of statewide and institutional economies, campus environment, limitations on campus size, program and student mix, and internal organization. Planned capacities are established by the governing boards of Community College districts (and reviewed by the Board of Governors of the California Community Colleges), the Trustees of the California State University, and the Regents of the University of California. These capacities are subject to review and recommendation by the Commission.

Proposals subject to Commission review

New campuses

The Commission will review proposals for all new campuses of the University of California, the California State University, and the California Community Colleges.

New off-campus centers

For the purposes of this section, "State funds" are defined as any and all monies from State General Fund appropriations and/or property tax revenues.

University of California and California State University: The Commission is concerned with off-campus educational operations established and administered by a campus of either segment, the central administration of either segment, or by a consortium of colleges and/or universities sponsored wholly or in part by either of the above. Operations that are to be reported to the Commission for review are those which will provide instruction in programs leading to degrees, and which will require State funding for construction, acquisition, remodeling, or lease. Those that involve funding from other than State sources may be considered by the Commission for review and recommendation, but need be reported only as part of the Commission's *Inventory of Off-Campus Facilities and Programs* (Education Code Sec. 66903[13]).

California Community Colleges: The Commission is concerned with off-campus operations established and administered by an existing Community College, a Community College district, or by a consortium of colleges and universities sponsored wholly

or in part by either of the above. Operations to be reported to the Commission for review and recommendation are those that will require State funding (as defined above) for construction, acquisition, remodeling, or lease. Those operations not involving State funds may be considered by the Commission for review and recommendation, but need be reported only as part of the Commission's *Inventory of Off-Campus Facilities and Programs*.

Consortia: When a consortium involves more than one public segment, or a public and the independent segment, one of those segments must assume primary responsibility for presenting the proposal to the Commission for review.

All Proposals: All off-campus operations must be reported to the Commission, either through the requirements of these guidelines and procedures, or through the *Inventory of Off-Campus Facilities and Programs*. Any off-campus center established without State funds will be considered to be a new center as of the time State funds are requested for construction, acquisition, remodeling, or lease.

Criteria for reviewing proposals

All proposals for new campuses and off-campus centers required by these guidelines to be submitted by any segment of higher education in California must include a comprehensive "Needs Study." This study must satisfy all of the criteria specified below, and will constitute the basis for the Commission's evaluation of proposals. As noted in the Preface, all first-time requests for State funds will be considered as applying to new operations, regardless of the length of time such campuses or centers have been in existence.

Criteria for reviewing new campuses

1. Enrollment projections should be sufficient to justify the establishment of the campus. For the proposed new campus, and for each of the existing campuses in the district or system, enrollment projections for each of the first ten years of operation, and for the fifteenth and twentieth years, must be provided. For an existing campus, all previous enrollment experience must also be provided. Department of Finance enrol-

ment projections must be included in any needs study.

2. Alternatives to establishing a campus must be considered. These alternatives must include: (1) the possibility of establishing an off-campus center instead of a campus; (2) the expansion of existing campuses; and (3) the increased utilization of existing campuses.
3. Other segments, institutions, and the community in which the campus is to be located must be consulted during the planning process for the new campus. Strong local or regional interest in the proposed campus must be demonstrated.
4. Statewide enrollment projected for the University of California should exceed the planned enrollment capacity of existing University campuses. If statewide enrollment does not exceed the planned enrollment capacity for the system, compelling statewide needs for the establishment of the new campus must be demonstrated.
5. Projected statewide enrollment demand on the California State University system should exceed the planned enrollment capacity of existing State University campuses. If statewide enrollment does not exceed the planned enrollment capacity for the system, compelling regional needs must be demonstrated.
6. Projected enrollment demand on a Community College district should exceed the planned enrollment capacity of existing district campuses. If district enrollment does not exceed the planned enrollment capacity of existing district campuses, compelling local needs must be demonstrated.
7. The establishment of a new University of California or California State University campus must take into consideration existing and projected enrollments in the neighboring institutions of its own and of other segments
8. The establishment of a new Community College campus must not reduce existing and projected enrollments in adjacent Community Colleges -- either within the district proposing the new campus or in adjacent districts -- to a level that will damage their economy of operation, or create excess enrollment capacity at these institu-

tions, or lead to an unnecessary duplication of programs.

9. Enrollments projected for Community College campuses must be within a reasonable commuting time of the campus, and should exceed the minimum size for a Community College district established by legislation (1,000 units of average daily attendance [ADA] two years after opening).
10. The programs projected for the new campus must be described and justified.
11. The characteristics (physical, social, demographic, etc.) of the location proposed for the new campus must be included.
12. The campus must facilitate access for the economically, educationally, and socially disadvantaged.

Criteria for reviewing new off-campus centers

1. Enrollment projections should be sufficient to justify the establishment of the new off-campus center. Five-year projections must be provided for the proposed center, with enrollments indicated to be sufficient to justify its establishment. For the University of California and the California State University, five-year projections of the nearest campus of the segment proposing the center must also be provided. For the Community Colleges, five-year projections of all district campuses, and of any other campuses within ten miles of the proposed center, regardless of district, must be provided. When State funds are requested for an existing center, all previous enrollment experience must also be provided. Department of Finance enrollment estimates must be included in any needs study.
2. The segment proposing an off-campus center must submit a comprehensive cost/benefit analysis of all alternatives to establishing the center. This analysis must include: (1) the expansion of existing campuses; (2) the expansion of existing off-campus centers in the area; (3) the increased utilization of existing campus and off-campus centers; and (4) the possibility of using leased or donated space in instances where the center is to be located in facilities proposed to be owned by the campus.

3. Other public segments and adjacent institutions, public or private, must be consulted during the planning process for the new off-campus center.
4. Programs to be offered at the proposed center must meet the needs of the community in which the center is to be located. Strong local or regional interest in the proposed facility must be demonstrated.
5. The proposed off-campus center must not lead to an unnecessary duplication of programs at neighboring campuses or off-campus centers, regardless of segment or district boundaries.
6. The establishment of University and State University off-campus centers should take into consideration existing and projected enrollment in adjacent institutions, regardless of segment.
7. The location of a Community College off-campus center should not cause reductions in existing or projected enrollments in adjacent Community Colleges, regardless of district, to a level that would damage their economy of operation, or create excess enrollment capacity, at these institutions.
8. The proposed off-campus center must be located within a reasonable commuting time for the majority of residents to be served.
9. The programs projected for the new off-campus center must be described and justified.
10. The characteristics (physical, social, demographic, etc.) of the location proposed for the new off-campus center must be included.
11. The off-campus center must facilitate access for the economically, educationally, and socially disadvantaged.

Schedule for submitting proposals for new campuses and off-campus centers

The basic intent of the time schedule for submitting proposals to establish new campuses and off-campus centers is to involve Commission staff early in the planning process and to make certain that elements needed for Commission review are developed within the needs study described previously in these guidelines and procedures.

The schedules suggested below are dependent upon the dates when funding for the new campus or off-campus center is included in the Governor's Budget and subsequently approved by the Legislature. Prior to the date of funding, certain events must occur, including: (1) a needs study to be authorized and conducted with notification to the Commission; (2) district and/or system approval of the proposed campus or off-campus center; (3) Commission review and recommendation; (4) budget preparation by segmental staff; (5) segmental approval of the budget; (6) Department of Finance review for inclusion in the Governor's Budget; (7) consideration by the Legislature; and (8) signing of the budget bill by the Governor.

Specific schedules are suggested below for all proposals for new campuses and off-campus centers requiring State funds for construction, acquisition, remodeling, or lease. As noted previously, however, the Commission may review proposals for new campuses and off-campus centers, regardless of the source of funding. This may require revisions in the suggested schedules. Therefore, the specific timetables outlined below should be considered as guidelines for the development of proposals and not deadlines. However, timely Commission notification of, and participation in the needs study, is important, and will be a factor considered in the Commission's review of proposals.

Schedule for new campuses

University of California and California State University

1. Needs study authorized by the Regents of the University of California or by the Trustees of the California State University, with notification to the Commission (30 months before funding).
2. Needs study conducted by segmental staff with appropriate participation by Commission staff (29-19 months before funding).
3. Regents or Trustees approve new campus (18 months before funding).
4. Approval review by the California Postsecondary Education Commission (17-15 months before funding).
5. Budget preparation by segmental staff (14-11 months before funding).

6. Budget approval by Regents or Trustees (10 months before funding).
7. Review by the Department of Finance (9-7 months before funding).
8. Consideration by the Legislature (6-0 months before funding).
9. Funding.

California Community Colleges

1. Needs study authorized by the local district board with notification to the Board of Governors and the Commission (32 months before funding).
2. Needs study conducted by the district staff with appropriate participation by staff from the Board of Governors and the Commission (31-21 months before funding).
3. Local board approves campus (20 months before funding).
4. Approval review by the Board of Governors (19-18 months before funding).
5. Approval review by the California Postsecondary Education Commission (17-16 months before funding).
6. Budget preparation by the Board of Governors' staff and the Department of Finance review (15-3 months before funding).
7. Consideration by the Legislature (3-0 months before funding).
8. Funding.

Schedule for new off-campus centers

University of California and California State University

1. Needs study authorized by the segment with notification to the Commission (12 months before funding).
2. Needs study conducted by segmental staff with appropriate participation by Commission staff (11-9 months before funding).
3. Regents or Trustees approve new off-campus center (9 months before funding).
4. Review by the California Postsecondary Education Commission (8-6 months before funding).

5. Budget preparation by segmental staff (8-6 months before funding).
6. Review by the Department of Finance (6-3 months before funding).
7. Consideration by the Legislature (3-0 months before funding).
8. Funding.

California Community Colleges

1. Needs study authorized by local district board with notification to the Board of Governors and the Commission (18-16 months before funding).
2. Needs study conducted by district staff with appropriate participation by staff from the Board of Governors and the Commission (15-13 months before funding).
3. Local board approves off-campus center (12-11 months before funding).
4. Needs study submitted to the Board of Governors (9 months before funding).
5. Approval review by the Board of Governors (9 months before funding).
6. Needs study submitted to the California Postsecondary Education Commission (8 months before funding).
7. Approval review by the California Postsecondary Education Commission (8-6 months before funding).
8. Budget preparation by the Board of Governors and review by the Department of Finance (6-3 months before funding).
9. Consideration by the Legislature (3-0 months before funding).
10. Funding.

THE CALIFORNIA STATE UNIVERSITY

BAKERSFIELD • CHICO • DOMINGUEZ HILLS • FRESNO • FULLERTON • HAYWARD • HUMBOLDT
POMONA • SACRAMENTO • SAN BERNARDINO • SAN DIEGO • SAN FRANCISCO • SAN JOSE



LONG BEACH • LOS ANGELES • NORTH RIDGE
SAN LUIS OBISPO • SONOMA • STANISLAUS

OFFICE OF THE CHANCELLOR
(213) 590-5515

September 26, 1986

Dr. William H. Pickens, Director
California Postsecondary Education
Commission
1020 12th Street
Sacramento, CA 95814

Dear Bill:

I am pleased to transmit formally to you a proposal to establish on a permanent basis the San Diego State University, North County Center, on a State-owned site in San Marcos. It is anticipated that an initial complement of facilities will be placed on that site as soon as practicable.

The proposal demonstrates the ways in which the proposed permanent center meets the criteria approved by the CSU Board of Trustees in January 1986, and as accepted by the Commission in June 1986. These new criteria were called for in 1985 legislation, specifically SB 1060, SB 1103 and SB 785.

We have endeavored to keep you informed of the step-by-step process we have followed in, first, assessing the educational needs and demographic trends of North County; second, determining the potential need for a permanent site; third, advertising for and evaluation of sites; and, fourth, beginning discussions which are intended to lead to possible purchase by the State of a specific site.

In the CSU 1987-88 capital outlay request, funds are being sought to enable site purchase. Initial facility planning funds are being requested, as well as funds to support initial program planning efforts.

The California Postsecondary Education Commission in 1978 endorsed establishment of the North County Center in leased facilities. We are now at a point in the evolution of meeting

Dr. William H. Pickens

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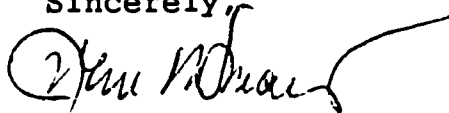
September 26, 1986

the growing needs of the North County San Diego area when the need for permanent facilities on a State-owned site requires consideration and recognition.

We look forward to working with you as the Commission discharges its responsibilities pursuant to Education Code Section 66904.

This office, President Day and the campus staff stand ready to respond to questions you and the Commission may have during your review process.

Sincerely,



John M. Smart
Deputy Provost

JMS:pfz

cc: Dr. W. Ann Reynolds
Dr. Thomas B. Day
Dr. William E. Vandament
Mr. Mayer Chapman
Mr. Harry Harmon
Dr. Richard Rush
Dr. Anthony J. Moye
Dr. Ralph D. Mills

Appendix C

California

Trustees of The California State University

Memorandum

Dr. William E. Vandament
Provost and Vice Chancellor
Academic Affairs

Date: August 4, 1986

William J. Mason

William J. Mason
Director, Analytical Studies

Subject: Enrollment Potentials for North County Center

The North County area includes (1) the cities of Carlsbad, Oceanside, and surrounding unincorporated area (North County-West), (2) Escondido, San Marcos, Vista and surrounding area (North County-East), and (3) a Southern Transition Zone in North County consisting of MSA 1 Subregions 13, 14, and 15. The 1980 U.S. Census and projections for these regions made by SANDAG are:

	<u>1980</u>	<u>1990</u>	<u>1995</u>	<u>2000</u>
North County-West	197,311	278,843	320,357	358,425
North County-East	191,652	283,228	318,385	347,116
Southern Transition Zone	<u>125,188</u>	<u>210,000</u>	<u>250,000</u>	<u>292,000</u>
	514,151	772,071	888,742	997,541

These data show that the area is clearly growing with a projected population increase of more than 94 percent over the twenty year period, 1980-2000. The growth rate during the 1990's are projected to slow to 29.2 percent.

Looking at the 20-39 age cohort, the population will increase significantly through the year 2000.

Population, 20-39

	<u>1980</u>	<u>1990</u>	<u>1995</u>	<u>2000</u>
North County-West	75,283	106,387	122,226	136,750
North County-East	56,477	83,462	93,822	102,288
Southern Transition Zone	<u>44,217</u>	<u>74,577</u>	<u>88,783</u>	<u>103,698</u>
	176,217	264,426	304,831	342,736

Source: Each North County Service Area 20-39 age cohort percent from 1980 U.S. Census applied to SANDAG North County population projections.

The participation rates of San Diego County upper and graduate division students at San Diego State University per 20-39 age cohort for the past six fall terms were as follows:

Participation Rates

<u>Fall Term</u>	<u>San Diego County 20-39 Age Cohort</u>	<u>San Diego County UD/GD Students at SDSU</u>	<u>Participation Rate</u>
1980	683,124	13,988	.020477
1981	708,284	14,445	.020395
1982	730,662	13,515	.018497
1983	757,985	14,007	.018480
1984	778,767	14,004	.017983
1985	798,016	13,775	.017261

The historical participation rates for San Diego State University have been artificially lowered in recent years because the campus has not been able to meet student demand. Thus, future estimates of enrollment potentials must allow for adjustments in historical participation rates to reflect this phenomenon. Therefore, the participation rate of .020477 for 1980 is used to estimate the future enrollment potential from San Diego County for both the North County Center and San Diego State University campus. The proportions of upper and graduate level students from San Diego County to total California students attending San Diego State University during the past six years are as follows:

Proportion of San Diego State University California UD/GD
Enrollments From San Diego County

<u>Year</u>	<u>California UD/GD Enrollment</u>	<u>San Diego County UD/GD Enrollment</u>	<u>Percent</u>
1980	19,518	13,988	71.67
1981	20,284	14,445	71.21
1982	19,105	13,515	70.74
1983	19,830	14,007	70.64
1984	20,178	14,004	69.40
1985	20,342	13,775	67.72

For purposes of estimating the upper and graduate level enrollment potentials for the North County Center, it is assumed that 71.67 percent of the California enrollment will come from the North County Service Area.

In summary, the following values were assumed in deriving enrollment and full-time equivalent student potentials for the North County Center:

1. Proportion of total population in 20-39 age cohort for North County-West, 38.153 percent; North County-East, 29.468 percent; and Southern Transition Zone, 35.513 percent.
2. Participation rate per 20-39 age cohort of North County Service Area for San Diego County students attending the North County Center in 1992 - .020477.
3. Proportion of California enrollments from outside the North County Service Area attending the North County Center - 28.33%.
4. Percent of total enrollment from outside California (other states, U.S. possessions, visa, refugee, and resident alien) - 10.94%.
5. Average unit load for upper and graduate division students increasing from 5.91 student credit units in 1985-86 to 10.94 in 1992-93 and beyond.

The application of these values generates the following full-time equivalent student potentials from 1990-91 through 1995-96 and 2000-01 for the North County Center:

<u>Year</u>	<u>South County FTES</u>	<u>North County FTES</u>	<u>Total FTES</u>
1990-91	27,246	2,953	30,199
1991-92	27,182	3,142	30,324
1992-93	27,049	3,331	30,380
1993-94	26,828	3,519	30,347
1994-95	26,546	3,709	30,255
1995-96	26,259	3,898	30,157
2000-01	25,222	4,784	30,006

Given the usual planning and construction timelines, facilities will not be available on the new site until at least 1990-91. Therefore, the estimates of enrollment potentials for the North County Center are only for 1990-91 through 1995-96 and 2000-01.

San Diego State University has a total enrollment potential of 30,380 FTES, with 27,049 at SDSU campus and 3,331 FTES at the North County Center in 1992-93, which is the capital outlay planning year for the 1987-88 Capital Outlay Budget. The Trustee's enrollment ceiling for the San Diego State University campus is 25,000 FTES. Thus, there is an excess enrollment demand of 2,049 FTES in 1992-93.

If the campus could implement a policy to redirect these 2,049 excess FTES to the North County Center at the historical redirection rate of one-third, the enrollment potential for the North County Center would increase by 643 from 2,331 to 4,013 FTES. If the redirection policy were 100% successful, the enrollment potential would be 5,380 FTES. It should be noted that the San Diego State University campus in San Diego will, in the meantime, remain impacted at the Trustee ceiling of 25,000 FTES through 2000-01.

Assuming that support and capital outlay funds are available to meet these enrollment potential, capital outlay planning for the 1987-88 Capital Outlay Budget should proceed with facilities to accommodate 4,013 FTES at the North County Center in 1992-93.

cc: Dr. Jack Smart
Dr. Ralph Mills
Dr. Donald Fletcher

APPENDIX A

Assumptions in Deriving Enrollment Potentials for North County Center

20-39 Age Cohort

SANDAG does not make projections for North County-West, North County-East, or the Southern Transition Zone by age groups. However, the Population Research Unit of the Department of Finance does make such projections for each county in California. The PRU projects a steady decline in the proportion of the total population for San Diego county comprised of the 20-39 age cohort. Table 1 shows that the proportion will decrease from 38.31 percent in 1985 to 30.03 percent in 2000. It is assumed that the North County Service Area will not follow these trends because the growth of these regions will come primarily from a relatively young population. Therefore, enrollment projections assume that the 20-39 age cohort as a proportion of the total population in North County-East, North County-West, and the Southern Transition Zone will remain constant throughout the projected time periods. The proportions assumed were taken from the 1980 U.S. Census for North County-West (38.153%), North County-East (29.468%) and Southern Transition Zone (35.513%). Table 1 shows the distribution of the 20-39 age cohort for San Diego County.

Participation Rate of 20-39 Age Cohort

Participation rates of San Diego County students attending San Diego State University to the 20-39 age cohort during the past 6 fall terms have been declining from .020477 in 1980 to .01726 (Table 2). This decline is attributable to increased impact on at San Diego State University. Therefore, the historical participation rates have been artificially reduced and do not truly reflect student demand. For this reason, the participation rate of .020477 for Fall 1980 is assumed to be the best rate to use in estimating enrollment potentials not only at the North County Center but also at San Diego State University.

County Enrollments at North County Center

Table 3 indicates the proportion of home county upper and graduate level enrollments to upper and graduate level California enrollments at San Diego State University during the past six fall terms. It is assumed that the proportion of enrollments from the North County Service Area who attend the North County Center will be 71.67 percent.

Enrollments for Outside California

Table 4 indicates the proportion of total enrollments from other states, U.S. possessions, and foreign countries (visa, refugees, and resident alien) at each campus for Fall 1985. San Diego State had 10.94 percent of its enrollment with residence codes outside California. Although the CSU proportion is 13.27 percent, it is assumed that the proportion of such students at the North County Center would be 10.94 percent as it is at San Diego State University.

Average Unit Load

Table 5 shows the average unit loads for upper and graduate division students during the seventh year of operation for the last eight campuses established in the CSU. San Diego State University presently has a 10.94 average unit load for upper and graduate division students. Looking at the data in Table 5 suggests that this load is representative of the average unit load for all the eight campuses during their seventh year of operation. Therefore, it is assumed that the average unit load will increase from 5.91 in 1985-86 to 10.94 in 1992-93 and beyond at the North County Center.

TABLE 1

SAN DIEGO COUNTY POPULATION FOR 20-39 AGE COHORT

<u>Year</u>	<u>Total Population</u>	<u>San Diego County 20-39 Age Cohort*</u>	<u>North County 20-39 Age Cohort</u>	<u>South County 20-39 Age Cohort</u>
1990	2,404,716	853,980	264,426	589,554
1991	2,453,537	859,326	272,507	586,819
1992	2,501,453	861,746	280,588	581,158
1993	2,548,451	860,321	288,669	571,652
1994	2,594,454	856,363	296,750	559,613
1995	2,639,483	852,644	304,831	547,813
2000	2,848,974	845,846	342,736	503,110

*Projections made by the Population Research Unit, Department of Finance.

TABLE 2

SAN DIEGO STATE UNIVERSITY PARTICIPATION RATES

<u>Fall Term</u>	<u>San Diego County 20-39 Population</u>	<u>San Diego County UD/GD Enrollment at SDSU</u>	<u>Participation Rate</u>
1980	683,124	13,988	.020477
1981	708,284	14,445	.020395
1982	730,662	13,515	.018497
1983	757,985	14,007	.018480
1984	778,767	14,004	.017983
1985	798,016	13,775	.017261

*Value used in assumptions.

TABLE 3

SAN DIEGO COUNTY UD/GD ENROLLMENT
AS PERCENT OF CALIFORNIA UD/GD ENROLLMENT
AT SAN DIEGO STATE UNIVERSITY

<u>Year</u>	<u>California UD/GD Enrollment</u>	<u>San Diego County UD/GD Enrollment</u>	<u>Percent</u>
1980	19,518	13,988	71.67
1981	20,284	14,445	71.21
1982	19,105	13,515	70.74
1983	19,830	14,007	70.64
1984	20,178	14,004	69.40
1985	20,342	13,775	67.72

TABLE 4

PROPORTION OF TOTAL ENROLLMENTS FROM OUTSIDE CALIFORNIA
(OTHER STATES, U.S. POSSESSIONS, VISA, REFUGEE, RESIDENT ALIEN)

<u>Campus</u>	<u>Total Enrollments</u>	<u>Outside California Enrollments</u>	<u>Percent</u>
Bakersfield	3,776	299	7.92
Chico	14,667	948	6.46
Dominguez Hills	7,649	963	12.59
Fresno	16,918	1,864	11.02
Fullerton	23,445	2,995	12.78
Hayward	12,173	1,350	11.09
Humboldt	6,220	423	6.80
Long Beach	32,519	4,854	14.93
Los Angeles	20,525	5,782	28.17
Northridge	28,871	4,194	14.53
Pomona	17,207	3,000	17.44
Sacramento	23,313	1,708	7.33
San Bernardino	6,513	477	7.32
San Diego	34,322	3,756	10.94*
San Francisco	25,143	4,390	17.46
San Jose	25,479	4,156	16.31
San Luis Obispo	16,140	1,030	6.38
Sonoma	5,491	430	7.83
Stanislaus	4,255	461	10.84
All	324,626	43,083	13.27

*Value used in assumptions

TABLE 5

AVERAGE UNIT LOADS FOR UPPER AND GRADUATE DIVISION
STUDENTS DURING SEVENTH YEAR OF OPERATION

<u>Campus</u>	<u>Seventh Year</u>	<u>FTES</u>	<u>Average Enrollment</u>	<u>Unit Load</u>
Bakersfield	1977-78	1,693	2,405	10.56
Dominguez Hills	1972-73	2,540	3,171	12.01
Fullerton	1966-67	3,381	5,236	9.69
Hayward	1966-67	2,273	3,193	10.69
Northridge	1963-64	1,664	3,170	7.87
San Bernardino	1972-73	1,692	2,014	12.60
Sonoma	1968-69	1,837	2,148	12.83
Stanislaus	1967-68	<u>698</u>	<u>955</u>	<u>10.96</u>
All		15,778	22,292	10.62

The projections assume a 10.94 average unit load for North County Center.

San Diego State University Enrollment Potentials

	Academic Year						
	1990-91	1991-92	1992-93	1993-94	1994-95	1995-96	2000-01
20-39 Population	853,980	859,326	861,746	860,321	856,363	852,644	845,846
Participation Rate, UD/60	.020477	.020477	.020477	.020477	.020417	.020477	.020477
Total UD/60 Enrollment	17,487	17,596	17,646	17,617	17,536	17,460	17,320
Existing UD/60 Enrollment	13,775	13,775	13,775	13,725	13,775	13,775	13,775
New SD County UD/60 Enrollment	3,712	3,821	3,871	3,842	3,761	3,675	3,545
UD/60 Enrollment from Other Counties	1,467	1,509	1,530	1,519	1,486	1,467	1,401
UD/60 Enrollment from California	5,179	5,330	5,401	5,361	5,247	5,142	4,946
UD/60 Enrollment from Outside California	637	657	664	658	645	632	607
Total New UD/60 Enrollment	5,816	5,987	6,065	6,019	5,892	5,774	5,553
Average Unit Load	10.94	10.94	10.94	10.94	10.94	10.94	10.94
New SCU	63,627	65,496	66,351	65,847	64,458	63,167	60,749
SCU Per FTEs	15	15	15	15	15	15	15
New UD/60 FTEs	4,242	4,367	4,423	4,390	4,298	4,211	4,049
Existing UD/60 FTEs	16,696	16,696	16,696	16,696	16,696	16,696	16,696
New & Existing UD/60 FTEs	20,938	21,063	21,119	21,086	20,994	20,907	20,745
Existing LD FTEs (FAM 1995)	9,261	9,261	9,261	9,261	9,261	9,261	9,261
Total FTEs	30,199	30,324	30,380	30,347	30,255	30,168	30,006
						30,157	

San Diego State University
Enrollment Potentials

	Academic Year						
	1990-91	1991-92	1992-93	1993-94	1994-95	1995-96	2000-01
20-39 Population	589,554	586,819	581,158	571,652	559,613	547,813	503,110
Participation Rate, UD/60	.020477	.020477	.020477	.020477	.020477	.020477	.020477
Total UD/60 Enrollment	12,072	12,016	11,900	11,706	11,459	11,218	10,302
Existing UD/60 Enrollment	10,707	10,707	10,707	10,707	10,707	10,707	10,707
New SD (incl. T), UD/60 Enrollment	1365	1309	1193	999	752	511	-405
UD/60 Enrollment from other Countries	539	517	472	395	297		-160
UD/60 Enrollment from California	1904	1826	1665	1394	1049	712	-565
UD/60 Enrollment from Outside California	235	225	204	171	129		-70
Total New UD/60 Enrollment	2139	2051	1869	1565	1178	801	-635
Average Unit Load	10.94	10.94	10.94	10.94	10.94	10.94	10.94
New SCU	23,401	23,438	20,447	17,122	12,887	8763	-6947
SCU Per FTE	15	15	15	15	15	15	15
New UD/60 FTEs	1560	1496	1363	1142	860	584	-464
Existing UD/60 FTEs	16,425	16,425	16,425	16,425	16,425	16,425	16,425
New & Existing UD/60 FTEs	17,985	17,921	17,788	17,567	17,285	17,009	15,961
Existing LD FTEs (FTE 381)	9261	9261	9261	9261	9261	9261	9261
Total FTEs	27,246	27,182	27,049	26,828	26,546	26,270	25,222

North San Diego County Center
Enrollment Potentials

	Academic Year							
	1990-91	1991-92	1992-93	1993-94	1994-95	1995-96	2000-01	
20-39 Population	264,436	272,507	280,588	288,669	296,750	304,831	342,236	
Participation Rate, UD/60	.020477	.020477	.020477	.020477	.020477	.020477	.020477	
Total UD/60 Enrollment	5415	5580	5746	5911	6077	6242	7018	
Existing UD/60 Enrollment	3068	3068	3068	3068	3068	3068	3068	
New SD County UD/60 Enrollment	2347	2512	2678	2843	3009	3174	3950	
UD/60 Enrollment from Other Counties 7167	928	992	1059	1124	1189	1055	1561	
UD/60 Enrollment from California 8406	3275	3504	3727	3967	4198	4229	5511	
UD/60 Enrollment from Outside California	402	432	459	487	516	744	677	
Total New UD/60 Enrollment	3677	3936	4196	4454	4714	4973	6188	
Average Unit Load	10.94	10.94	10.94	10.94	10.94	10.94	10.94	
New SCU	40226	43560	45904	48727	51571	54405	67697	
SCU Per FTEs	15	15	15	15	15	15	15	
New UD/60 FTEs	2682	2871	3060	3248	3438	3627	4513	
Existing UD/60 FTEs	271	271	271	271	271	271	271	
New & Existing UD/60 FTEs	2953	3142	3331	3519	3709	3898	4784	
Existing LD FTEs (FALL 1985)	0	0	0	0	0	0	0	
Total FTEs	2953	3142	3331	3519	3709	3898	4784	

STATE OF CALIFORNIA

GEORGE DEUKMEJIAN, Governor

DEPARTMENT OF FINANCE

SACRAMENTO, CA 95814-4998



State of California

MEMORANDUM

Date: October 22, 1986

To: William E. Vandament
Provost and Vice Chancellor
Academic Affairs

From: Department of Finance

Thank you for sending us a copy of the enrollment projections Bill Mason did for the off-campus center in North San Diego county. I welcome the opportunity to comment. I must apologize for the delay in responding. I was under the impression Dr. Mason was to call me and discuss this projection further.

First I would like to comment on a basic assumption of this projection. Dr. Mason has emphasized to us that this is a potential rather than a projection. I would interpret the difference between a potential and a projection as being the difference from what is possible and what is likely. The California Postsecondary Education Commission guidelines and procedures specifically ask for enrollment projections, therefore we could not consider this enrollment potential for any official capitol outlay planning.

More specific to the projection, there is insufficient data provided in the material I received to evaluate the appropriateness of the service area used and its population growth. Do the upper division and graduate classes being offered normally serve specific subcounty areas or do they rather draw from the entire State?

The use of San Diego Association of Government (SANDAG) subcounty population projections is appropriate, however, State policy mandates that on a regional basis they do not exceed official Department of Finance Projections. SANDAG county totals are not provided.

The county 20-39 year old cohort grows 25 percent compared to 52 percent growth in total population according to our Baseline '83 series. It is appropriate to assume a slower rate of growth for this cohort than the service area as a whole. Not only is a

decline in the 20-39 year olds a statewide trend, but this area is also reported to be very popular among senior migrants.

The 35-39 year old cohort represents about 20 percent of the 20-39 year old population. The 35 and over represent about 12 percent of undergraduates and only about 5 percent of full time. Applying the .020477 participation rate to the 35-39 years olds is incorrect.

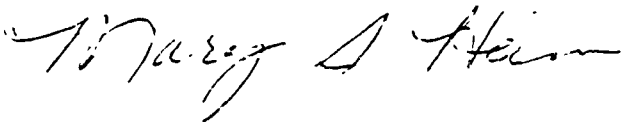
The .020477 participation rate used was a peak rate achieved in 1980. Since then the rate has fallen steadily downward. The impacting of programs does not explain why the rates and enrollment have actually been dropping for this category of student. A five-year average participation rate of .018532 would be fairly optimistic and higher than the last historical participation rate of .017262--in fact higher than the participation rates for the past four years.

The average unit load for upper division and graduate students is assumed to increase for 5.91 student credit units in 1985-86 to 10.94 in 1992-93, based on average student load during the seventh year of operation. Will the center curriculum provide the variety of courses the campus does? What students are now earning at the 5.91 rate and why?

Existing lower division FTE's are included in the total FTE projection used in estimating needed capacity to the year 2000. No change is projected between 1985 and 2000. I would expect some change.

This projection is quite different from those I have previously reviewed and therefore my comments are more general in nature. I have not checked the SANDAG data nor any calculations.

If you have any questions about my comments please give me a call at (916) 323-4080.



Mary S. Heim
Research Manager

cc: William J. Mason
William Storey, Postsecondary Education Commission
Linda Gage, Population Research Unit

APPENDIX E1 *Population of San Diego County Statistical Tract No. 55, 1980 Census Data and San Diego Association of Governments Projections for 1990, 1995, and 2000*

Age Cohort	1980	1990	1995	2000
0 - 4	1,606	2,441	2,417	2,321
5 - 9	1,402	2,014	2,075	2,021
10 - 14	1,665	2,073	2,198	2,220
15 - 19	2,214	2,517	2,546	2,628
20 - 24	2,263	2,745	2,367	2,654
25 - 29	1,706	2,298	2,179	2,075
30 - 34	1,440	2,279	2,233	2,082
35 - 44	2,407	4,603	5,011	5,015
45 - 54	2,408	3,835	4,576	5,174
55 - 64	2,890	4,036	4,346	4,888
65 - 74	2,336	4,024	4,215	4,367
74 and Up	1,167	2,559	2,983	3,283
Total	23,504	35,424	37,446	38,728

Source: San Diego Association of Governments, 1985b.

APPENDIX E2 *Population of San Diego County Statistical Tract No. 54, 1980 Census Data and San Diego Association of Governments Projections for 1990, 1995, and 2000*

Age Cohort	1980	1990	1995	2000
0 - 4	376	637	674	711
5 - 9	346	555	612	653
10 - 14	336	465	527	584
15 - 19	335	424	460	521
20 - 24	256	347	361	394
25 - 29	277	416	421	440
30 - 34	242	426	448	458
35 - 44	362	771	897	985
45 - 54	356	632	806	999
55 - 64	373	581	670	826
65 - 74	206	394	442	503
74 and Up	103	251	314	378
Total	3,568	5,899	6,632	7,452

Source: San Diego Association of Governments, 1985b.

APPENDIX E3 *Population of San Diego County Statistical Tract No. 53, 1980 Census Data and San Diego Association of Governments Projections for 1990, 1995, and 2000*

Age Cohort	1980	1990	1995	2000
0 - 4	597	1,016	1,192	1,229
5 - 9	565	909	1,109	1,160
10 - 14	740	1,032	1,296	1,406
15 - 19	702	897	1,076	1,193
20 - 24	419	572	658	704
25 - 29	571	833	937	959
30 - 34	662	1,173	1,363	1,364
35 - 44	1,109	2,375	3,063	3,290
45 - 54	925	1,650	2,332	2,831
55 - 64	1,239	1,938	2,473	2,987
65 - 74	940	1,813	2,250	2,503
74 and Up	407	1,000	1,380	1,630
Total	8,856	15,208	19,129	21,256

Source: San Diego Association of Governments, 1985b.

APPENDIX E4 *Population of San Diego County Statistical Tract No. 52, 1980 Census Data and San Diego Association of Governments Projections for 1990, 1995, and 2000*

Age Cohort	1980	1990	1995	2000
0 - 4	3,530	4,860	5,036	5,239
5 - 9	3,100	4,034	4,350	4,589
10 - 14	3,225	3,636	4,034	4,411
15 - 19	3,973	4,105	4,347	4,864
20 - 24	4,592	5,069	5,154	5,558
25 - 29	4,093	5,006	4,969	5,127
30 - 34	3,168	4,541	4,660	4,706
35 - 44	4,595	7,962	9,071	9,834
45 - 54	4,135	5,966	7,450	9,122
55 - 64	4,278	5,410	6,098	7,428
65 - 74	3,907	6,104	6,692	7,510
74 and Up	2,951	5,859	7,152	8,532
Total	45,547	62,552	69,013	76,920

Source: San Diego Association of Governments, 1985b.

APPENDIX E5 *Population of San Diego County Statistical Tract No. 51, 1980 Census Data and San Diego Association of Governments Projections for 1990, 1995, and 2000.*

Age Cohort	1980	1990	1995	2000
0 - 4	1,782	2,891	3,269	3,375
5 - 9	1,835	2,815	3,312	3,467
10 - 14	1,759	2,338	2,830	3,072
15 - 19	1,680	2,047	2,365	2,627
20 - 24	1,583	2,057	2,283	2,442
25 - 29	2,002	2,893	3,136	3,212
30 - 34	2,003	3,383	3,789	3,796
35 - 44	2,417	4,934	6,134	6,598
45 - 54	1,920	3,264	4,449	5,406
55 - 64	2,903	4,326	5,320	6,429
65 - 74	3,365	6,192	7,407	8,250
74 and Up	1,519	3,558	4,734	5,597
Total	24,768	40,698	49,028	54,271

Source: San Diego Association of Governments, 1985b.

APPENDIX E6 *Population of San Diego County Statistical Tract No. 50, 1980 Census Data and San Diego Association of Governments Projections for 1990, 1995, and 2000*

Age Cohort	1980	1990	1995	2000
0 - 4	6,146	8,871	9,236	9,332
5 - 9	5,850	7,982	8,649	8,859
10 - 14	6,379	7,539	8,403	8,925
15 - 19	7,666	8,303	8,835	9,600
20 - 24	7,646	8,842	9,036	9,462
25 - 29	6,979	8,952	8,932	8,950
30 - 34	6,391	9,602	9,905	9,715
35 - 44	9,493	17,242	19,741	20,783
45 - 54	8,041	12,161	15,230	18,146
55 - 64	8,053	10,676	12,091	14,302
65 - 74	7,394	12,111	13,342	14,541
74 and Up	5,367	11,168	13,701	15,879
Total	85,405	123,449	137,131	148,494

Source: San Diego Association of Governments, 1985b.

APPENDIX F7 *Population of San Diego County Statistical Tract No. 43, 1980 Census Data and San Diego Association of Governments Projections for 1990, 1995, and 2000*

Age Cohort	1980	1990	1995	2000
0 - 4	2,593	2,962	2,897	2,778
5 - 9	1,823	1,968	2,003	1,947
10 - 14	1,020	953	998	1,006
15 - 19	5,560	4,629	4,611	4,722
20 - 24	10,277	9,215	8,861	8,781
25 - 29	2,659	2,681	2,508	2,385
30 - 34	1,455	1,729	1,674	1,559
35 - 44	1,100	1,578	1,697	1,695
45 - 54	154	185	217	245
55 - 64	41	42	45	51
65 - 74	13	17	17	18
74 and Up	10	16	18	21
Total	26,705	25,975	25,546	25,208

Source: San Diego Association of Governments. 1985b.

APPENDIX E8 *Population of San Diego County Statistical Tract No. 42, 1980 Census Data and San Diego Association of Governments Projections for 1990, 1995, and 2000*

Age Cohort	1980	1990	1995	2000
0 - 4	6,302	8,603	9,258	9,745
5 - 9	4,821	6,220	6,965	7,433
10 - 14	4,643	5,193	5,984	6,621
15 - 19	6,836	7,010	7,710	8,729
20 - 24	10,204	11,132	11,759	12,823
25 - 29	7,031	8,517	8,781	9,166
30 - 34	5,101	7,248	7,723	7,890
35 - 44	6,498	11,161	13,208	14,485
45 - 54	6,498	9,294	12,054	14,934
55 - 64	7,283	9,130	10,687	13,169
65 - 74	6,583	10,196	11,608	13,181
74 and Up	3,572	7,032	8,914	10,759
Total	75,372	100,736	114,651	128,935

Source: San Diego Association of Governments. 1985b.

APPENDIX E9 *Population of San Diego County Statistical Tract No. 41, 1980 Census Data and San Diego Association of Governments Projections for 1990, 1995, and 2000*

Age Cohort	1980	1990	1995	2000
0 - 4	2,611	5,176	5,547	6,355
5 - 9	2,434	4,563	5,362	5,910
10 - 14	2,603	4,227	5,112	5,842
15 - 19	3,121	4,639	5,353	6,258
20 - 24	3,671	5,824	6,456	7,271
25 - 29	4,006	7,059	7,640	8,237
30 - 34	3,919	8,088	9,047	9,546
35 - 44	4,543	11,331	14,070	15,934
45 - 54	4,207	8,740	11,897	15,221
55 - 64	4,506	8,206	10,082	12,832
65 - 74	3,472	7,805	9,326	10,936
74 and Up	1,523	4,352	5,794	7,227
Total	40,616	80,010	95,986	111,569

Source: San Diego Association of Governments, 1985b.

APPENDIX E10 *Population of San Diego County Statistical Tract No. 40, 1980 Census Data and San Diego Association of Governments Projections for 1990, 1995, and 2000.*

Age Cohort	1980	1990	1995	2000
0 - 4	3,104	4,129	4,551	4,716
5 - 9	3,280	4,124	4,729	4,969
10 - 14	3,851	4,194	4,948	5,389
15 - 19	4,422	4,406	4,961	5,526
20 - 24	5,241	5,586	6,041	6,487
25 - 29	6,034	7,126	7,524	7,731
30 - 34	5,955	8,246	9,002	9,054
35 - 44	7,294	12,209	14,792	15,970
45 - 54	5,167	7,203	9,567	11,667
55 - 64	4,818	5,888	7,059	8,564
65 - 74	3,488	5,264	6,137	6,861
74 and Up	1,954	3,749	4,866	5,782
Total	54,608	72,124	84,177	92,716

Source: San Diego Association of Governments, 1985b.

APPENDIX E11 *Population of San Diego County Statistical Tract No. 15, 1980 Census Data and San Diego Association of Governments Projections for 1990, 1995, and 2000*

Age Cohort	1980	1990	1995	2000
0 - 4	2,948	4,181	4,863	5,624
5 - 9	3,727	5,000	6,053	7,096
10 - 14	4,356	5,062	6,303	7,662
15 - 19	4,275	4,540	5,394	6,704
20 - 24	2,602	2,958	3,377	4,046
25 - 29	2,915	3,684	4,107	4,711
30 - 34	4,307	6,362	7,334	8,235
35 - 44	7,149	12,762	16,321	19,664
45 - 54	4,182	6,218	8,716	11,862
55 - 64	3,509	4,573	5,787	7,835
65 - 74	2,032	3,266	4,020	5,015
74 and Up	728	1,491	2,040	2,703
Total	42,730	60,097	74,315	91,157

Source: San Diego Association of Governments, 1985b.

APPENDIX E12 *Population of San Diego County Statistical Tract No. 14, 1980 Census Data and San Diego Association of Governments Projections for 1990, 1995, and 2000*

Age Cohort	1980	1990	1995	2000
0 - 4	2,296	4,114	4,597	4,890
5 - 9	2,132	3,608	4,195	4,526
10 - 14	2,160	3,170	3,792	4,242
15 - 19	1,986	2,675	3,053	3,496
20 - 24	1,925	2,770	3,035	3,349
25 - 29	2,509	4,002	4,287	4,524
30 - 34	2,771	5,168	5,723	5,912
35 - 44	3,410	7,688	9,445	10,471
45 - 54	2,170	4,074	5,485	6,869
55 - 64	2,444	4,021	4,885	6,086
65 - 74	2,731	5,551	6,562	7,531
74 and Up	1,680	4,345	5,711	6,959
Total	28,214	51,186	60,770	68,855

Source: San Diego Association of Governments, 1985b

APPENDIX E13 *Population of San Diego County Statistical Abstract No. 13, 1980 Census Data and San Diego Association of Governments Projections for 1990, 1995, and 2000*

Age Cohort	1980	1990	1995	2000
0 - 4	4,604	8,603	9,485	10,447
5 - 9	5,121	9,040	10,371	11,583
10 - 14	5,155	7,888	9,308	10,779
15 - 19	4,393	6,149	6,926	8,202
20 - 24	4,888	7,322	7,920	9,043
25 - 29	6,023	10,016	10,585	11,565
30 - 34	6,998	13,612	14,867	15,899
35 - 44	8,460	19,886	24,103	27,662
45 - 54	4,010	7,852	10,431	13,525
55 - 64	2,638	4,528	5,431	7,004
65 - 74	1,424	3,019	3,522	4,184
74 and Up	528	1,422	1,848	2,336
Total	54,242	99,337	114,797	132,229

Source: San Diego Association of Governments, 1985b.

Appendix F

STATE OF CALIFORNIA

GEORGE DEUKMEJIAN, Governor

DEPARTMENT OF FINANCE

SACRAMENTO, CA 95814-4998



November 20, 1986

William Storey
California Postsecondary Education Commission
1020 Twelfth Street
Sacramento, CA 95814

Dear Mr. Storey,

As you requested at the meeting on November 13, I am providing a written response to your enrollment projections for the San Diego North County Campus. On a technical basis:

1. Department of Finance would use the populations 18-19 and 35-64 to compute rates and forecast population for the youngest and oldest age groups.
2. Department of Finance would trend the participation rates over time based on regression analysis rather than holding them constant throughout the forecast period.

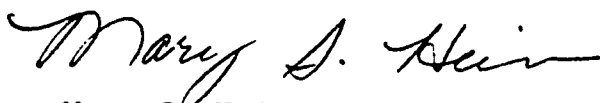
On a more general basis I believe the projections would be stronger if the Chancellor's Office would revise their projections to include the following analysis:

1. Use center data. If Pleasant Hill is the prototype, then it is appropriate to use their enrollment in the analysis. What are the participation rates for the center? What proportion of the students are residents? What is the full time equivalent ratio?
2. What is the residence of upper division and graduate students attending the campus and the centers?

The answers to these questions should be used in a new projection. It would eliminate the need to make so many really gross assumptions and would benefit a new projection.

If you have any questions about my comments, please give me a call at 323-4080.

Sincerely,



Mary S. Heim
Research Manager

cc: Ralph Bigalow, California State University
Marilyn Cundiff-Gee, Department of Finance

Appendix G



THE PRESIDENT
SAN DIEGO STATE UNIVERSITY
SAN DIEGO CA 92182

(619) 265-5201

RECEIVED
OFFICE OF THE DEPUTY PROVOST

NOV 24 1986

CALIFORNIA STATE UNIVERSITY

November 19, 1986

Mr. William Pickens
Director
California Postsecondary Education Commission
1010 Twelfth Street
Sacramento, CA 95814

Dear Mr. Pickens:

Dr. Richard Rush, Director of the San Diego State University North County Center, was part of a meeting November 13 including members of staff from CPEC, Finance and the CSU Chancellor's Office. He has briefed me on the presentation made by Dr. Storey, and has given me copies of relevant tables from that presentation.

I have studied this material personally. It is a key element to the development of a permanent SDSU-North County site. I am told that time is getting short, so I am writing directly to you. But I have had the benefit and courtesy of a conversation with Dr. Storey, which I want to acknowledge with gratitude.

The question is: what is a best estimate for potential enrollment at a permanent site for SDSU-NCC in the near time frame of 1990-1995-2000?

I use the word "potential" advisedly: if funds are not available to meet the "potential" need, then the "actual" enrollment will be lower. This is the current situation at our main campus, and gives an artificially low participation rate. As the demand or potential grows with population, if the facilities available cannot meet the demand, the participation rate decreases. This is an important point below.

Dr. Storey's predictions of potential enrollment for a permanent SDSU-NCC are based on 5 elements (see e.g., his Displays 18, 19 attached). They are:
i) North County population, ii) upper division/graduate participation rate;
iii) the fraction of projected gross enrollment that is predicted to be local;
iv) the additional fraction of a projected gross that would be non-local;
v) the predicted ratio of FTES to headcount.

With the exception of item i) North County population, which is projected, all the other major parameters in Dr. Storey's analyses are predictions or selections.

- i) North County population: we have no suggestions to make on these numbers; they seem reasonable.
- ii) Upper division/graduate participation rates: instead of SDSU experience, or CSU System experience, Dr. Storey has chosen to look at experience in the CSU five smallest campuses of Bakersfield, Humboldt, San Bernardino, Sonoma and Stanislaus. There are several concerns with this. First, obviously, is that it ignores the local characteristics--urban/suburban; stable/growing; rural/hi-tech; etc. Perhaps most importantly, the fierce local pride and intense expectations of North San Diego citizens. Secondly, these 5 campuses have reported enrollments below their budgeted enrollment--SDSU for years is heavily over enrolled. This is a profound difference. Thirdly, in contrast to opening fresh, we will have had an SDSU-NCC for over 10 years by the time the permanent site is opened in 1992. So the low opening experiences of other remote campuses do not apply to this high population area.

We believe all of these reasons, and more, lead to justification of a participation rate at least at the recent SDSU level--if not more, because our participation is artificially suppressed by peaked-out facilities. The difference is very significant. As an example, for 1990 and total; Five smallest rate = 0.00565494; CSU System rate = 0.00782322; SDSU rate = 0.00975573. Considering that SDSU's experience is suppressed, there is almost a factor of two difference, and this factor of two scales through the entire calculation.

- iii) Local fraction of predicted gross enrollment. Dr. Storey has looked at upper division/graduate student bodies and determined the fraction of each which is local. He chooses 65% as a reasonable upper-middle value, and I agree on that basis. However, as Dr. Bigelow pointed out, the issue more properly posed is the fraction of all CSU students from a given locality who choose to stay in that locality. This is the fraction which should multiply local population to give locally derived potential enrollment.

SDSU is very popular with its local population--83% of all CSU students from San Diego choose to go to SDSU. To illustrate the difference in the two methods--Storey, Bigelow--suppose SDSU facilities were about 15% bigger. Then, 100% of local San Diego population could choose to go to SDSU; but the SDUS campus student population would still show only 50% local students. Clearly, to estimate the potential demand from local population one should use evidence of local choice, not evidence of how big local universities are.

- iv) Additional fraction for outside area. I have no concern on the 5,10,15% chosen for 1990, 1995, 2000. But there is an arithmetical point: one should take, e.g., 5% of the same gross projection of Display 18 that was used for the previous 65% local. That is, get the projected gross from the assumed experience; calculate the expected local fraction of it; add the expected non-local fraction of it. Another way of stating this arithmetical point: calculate the projected gross; then take the total, equal to local plus non-local, fraction of it. Using 1990, total population, Dr. Bigelow projected 4076 gross enrollment. Then I believe one should take (using his assumptions) 65% plus 5% of

November 19, 1986

4076 to get 2853, instead of 65% of 4076 equals 2649; then add 5% of 2649 to get 2782. In this example, the arithmetical operations differ by an increase of 72.

- v) FTES to headcount ratio. Again, I understand Dr. Storey's approach and think it is a reasonable one. But I believe that rather than phase in ratios of 50%, 60%, 70% from 1990 to 2000, account should be taken of having had a center for 10 years. So I would suggest using the SDSU experience in each year of about 75%.

Once again I have an arithmetical point. The FTES/headcount ratio, e.g., 50%, should be applied to the previous column which is the total local plus non-local potential headcount. It appears, instead, that the ratio has been applied two columns over to the potential local-only headcount.

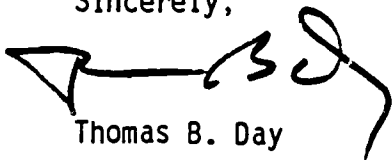
Making only the arithmetical changes I have described in iv) and v) above (add local and non-local percentages, then apply; take FTES ratio of final headcount), as an illustration the total FTES for year 2000 in Dr. Storey's Display 18 would change from 2,367 to 2,913. If, besides making the arithmetical changes, one used SDSU participation rates, SDSU's local attendance, and SDSU's 75% for FTES ratio, then Dr. Storey's Display 19 total FTES for year 2000 would be changed from 4,083 to 6,730 FTES.

I believe Dr. Storey's general approach is reasonable (with the arithmetical corrections). It certainly gives a very firm and convincing lower limit to predicted potential enrollment. If, in addition, SDSU experience is factored in, the predictions are all significantly higher--more than 2.8 times higher in year 2000 FTES.

This makes clear, I believe, that we must proceed to acquire the full site the Board of Trustees has chosen; and we must proceed to build on it as quickly as possible.

I want, again, to thank Dr. Storey for his courtesy.

Sincerely,



Thomas B. Day

Attachment: Display 18, 19

cc: Dr. William Storey
Chancellor W. Ann Reynolds
Trustee Dale Ride, Chairman of the Board
Trustee Lee Grissom, Chair, Committee on Gifts and Public Affairs
Trustee Roland Arnall, Chair of Committee on Campus Planning,
Buildings and Grounds
Dr. Jack Smart

DISPLAY 18. North County Center Enrollment Projection for 1990, 1995, and 2000 Based on the Combined Participation Rate of Five Small California State University Campuses (Bakersfield, Humboldt, San Bernardino, Sonoma, and Stanislaus).

Year and Age Cohort	North County Population	Upper Division and Graduate Participation Rate for Five Small Campuses	Projected Gross Enrollment	Multiply by 65 Percent to Indicate Local Attendance	Add 5, 10, and 15 Percent for 1990, 1995, and 2000 for Outside of Area Attendance	Multiply by Ratio of FTES to Headcount: 1990 = 50%; 1995 = 60%; 2000 = 70%
1990						
19 and Under	193,765	.00004463	9	6	6	3
20 - 24	62,547	.02952504	1,847	1,200	1,260	600
25 - 29	59,003	.01358927	802	521	547	261
30 - 34	64,029	.00859723	550	358	376	179
35 and Over	341,432	.00242464	828	538	565	269
Total	720,776	.00565494	4,076	2,549	2,782	1,325
1995						
19 and Under	215,252	.00004463	10	6	7	4
20 - 24	65,277	.02952504	1,927	1,253	1,441	752
25 - 29	61,038	.01358927	829	539	620	323
30 - 34	68,910	.00859723	592	385	443	231
35 and Over	414,297	.00242464	1,005	653	751	392
Total	824,774	.00565494	4,664	3,032	3,486	1,819
2000						
19 and Under	232,825	.00004463	10	7	8	5
20 - 24	69,979	.02952504	2,066	1,343	1,544	940
25 - 29	63,377	.01358927	861	560	644	392
30 - 34	70,408	.00859723	605	393	452	275
35 and Over	483,215	.00242464	1,172	762	876	533
Total	919,804	.00565494	5,201	3,381	3,888	2,367

Sources: SANDAG, 1985b; CIPED, 1986c; Department of Finance, 1983; California State University, 1986a and 1983f.

DISPLAY 19. North County Center Enrollment Projection for 1990, 1995, and 2000
Based on the Participation Rate at San Diego State University.

Year and Age Cohort	North County Population	Upper Division and Graduate Participation Rates for San Diego State University	Projected Gross Enrollment	Multiply by 65 Percent to Indicate Local Attendance	Add 5, 10, and 15 Percent for 1990, 1995, and 2000 for Outside of Area Attendance	Multiply by Ratio of FTES to Headcount: 1990 = 50%; 1995 = 60%; 2000 = 70%
1990						
19 and Under	154,767	.00006935	11	7	7	3
20 - 24	53,958	.04789696	2,584	1,680	1,764	840
25 - 29	48,070	.02402009	1,155	751	788	375
30 - 34	49,051	.01083205	531	345	363	173
35 and Over	284,333	.00230446	655	426	447	213
Total	720,776	.00975573	7,032	4,571	4,799	2,285
1995						
19 and Under	170,244	.00006935	12	8	8	5
20 - 24	55,940	.04789696	2,679	1,742	2,003	1,045
25 - 29	49,378	.02402009	1,186	771	887	463
30 - 34	52,336	.01083205	567	368	424	221
35 and Over	342,778	.00230446	790	513	590	308
Total	824,774	.00975573	8,046	5,230	6,015	3,138
2000						
19 and Under	181,601	.00006935	13	8	9	6
20 - 24	59,405	.04789696	2,845	1,849	2,127	1,295
25 - 29	50,696	.02402009	1,218	792	910	554
30 - 34	52,679	.01083205	571	371	427	260
35 and Over	396,446	.00230446	914	594	683	416
Total	919,804	.00975573	8,973	5,833	6,708	4,083

Sources: SANDAG, 1985b; CIPED, 1986c; Department of Finance, 1983; California State University, 1986a and 1986f.

Appendix H

Courses Offered at National University, Vista Campus, Fall 1986 (Excluding Multiple Course Sections)

National University Code	Subject	Number of Courses	National University Code	Subject	Number of Courses
ACC	Accounting	10	LS	Logistics	2
AVI	Aerospace Sciences	9	LIT	Literature	1
CD	Chemical Dependency	3	MET	Manufacturing Engineering Technology	2
CJ	Criminal Justice	3	MGT	Management	8
COM	Communications	2	MKT	Marketing	6
CS	Computer Science	11	MS	Management Science	6
ECO	Economics	4	MTH	Math	11
ED	Education	15	NRS	Nursing Science	1
EGR	Engineering	1	NV	New Venture Management	1
ENG	English	5	OHS	Occupational Health and Safety	2
FIN	Finance	9	PA	Public Administration	1
HB	Human Behavior	4	PM	Personnel Management	2
HC	Health Care	2	PS	Political Science	2
HUM	Humanities	6	PSY	Psychology	12
HRM	Human Resource Management	1	RE	Real Estate	3
IB	International Business	1	SCI	Natural Sciences	10
IS	Information Systems	11	SOC	Social Sciences	5
LAS	Language Arts - Spanish	1	TAX	Taxation	1
LAW	Law	14	TCM	Telecommunications Management	4
			Total		192

Source: Computer printout supplied for the Vista campus by National University, Sacramento, October 24, 1986.

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CALIFORNIA POSTSECONDARY EDUCATION COMMISSION

THE California Postsecondary Education Commission is a citizen board established in 1974 by the Legislature and Governor to coordinate the efforts of California's colleges and universities and to provide independent, non-partisan policy analysis and recommendations to the Governor and Legislature.

Members of the Commission

The Commission consists of 15 members. Nine represent the general public, with three each appointed for six-year terms by the Governor, the Senate Rules Committee, and the Speaker of the Assembly. The other six represent the major segments of postsecondary education in California.

As of March 1987, the Commissioners representing the general public are:

Seth P. Brunner, Sacramento
C. Thomas Dean, Long Beach, *Chairperson*
Seymour M. Farber, M.D., San Francisco
Cruz Reynoso, Los Angeles
Lowell J. Paige, El Macero
Roger C. Pettitt, Los Angeles
Sharon N. Skog, Mountain View, *Vice Chairperson*
Thomas E. Stang, Los Angeles
Stephen P. Teale, M.D., Mokelumne Hill

Representatives of the segments are:

Yori Wada, San Francisco; representing the Regents of the University of California

Claudia H. Hampton, Los Angeles; representing the Trustees of the California State University

Arthur H. Margosian, Fresno; representing the Board of Governors of the California Community Colleges

Donald A. Henricksen, San Marino; representing California's independent colleges and universities

Harry Wugalter, Thousand Oaks; representing the Council for Private Postsecondary Educational Institutions

Angie Papadakis, Palos Verdes; representing the California State Board of Education

Functions of the Commission

The Commission is charged by the Legislature and Governor to "assure the effective utilization of public postsecondary education resources, thereby eliminating waste and unnecessary duplication, and to promote diversity, innovation, and responsiveness to student and societal needs."

To this end, the Commission conducts independent reviews of matters affecting the 2,600 institutions of postsecondary education in California, including Community Colleges, four-year colleges, universities, and professional and occupational schools.

As an advisory planning and coordinating body, the Commission does not administer or govern any institutions, nor does it approve, authorize, or accredit any of them. Instead, it cooperates with other state agencies and non-governmental groups that perform these functions, while operating as an independent board with its own staff and its own specific duties of evaluation, coordination, and planning.

Operation of the Commission

The Commission holds regular meetings throughout the year at which it debates and takes action on staff studies and takes positions on proposed legislation affecting education beyond the high school in California. By law, the Commission's meetings are open to the public. Requests to address the Commission may be made by writing the Commission in advance or by submitting a request prior to the start of a meeting.

The Commission's day-to-day work is carried out by its staff in Sacramento, under the guidance of its executive director, William H. Pickens, who is appointed by the Commission.

The Commission issues some 30 to 40 reports each year on major issues confronting California postsecondary education. Recent reports are listed on the back cover.

Further information about the Commission, its meetings, its staff, and its publications may be obtained from the Commission offices at 1020 Twelfth Street, Third Floor, Sacramento, CA 95814-3985; telephone (916) 445-7933.

Proposed Construction of San Diego State University's North County Center California Postsecondary Education Commission Report 87-5

ONE of a series of reports published by the Commission as part of its planning and coordinating responsibilities. Additional copies may be obtained without charge from the Publications Office, California Postsecondary Education Commission, Third Floor, 1020 Twelfth Street, Sacramento, California 95814-3985.

Other recent reports of the Commission include:

86-30 Conflicts in State Policies Governing Undergraduate Enrollment at California's Public Universities: An Analysis in Response to Language in the Supplemental Report of the 1985 Budget Act (December 1986)

86-31 Student Financial Aid in California: To Close the Widening Gyre (December 1986)

86-32 Effects of the Mandatory Statewide Fee on California Community College Enrollments: A Staff Report to the California Postsecondary Education Commission (December 1986)

86-33 Retention of Students in Engineering: A Report to the Legislature in Response to Senate Concurrent Resolution 16 (1985) (December 1986)

86-34 Evaluation of the California Mathematics Project: A Report to the Legislature in Response to Senate Bill 424 (Chapter 196 of the Statutes of 1986) (December 1986)

86-35 Health Sciences Education in California, 1985-86: The Fourth in a Series of Biennial Reports to the Governor and Legislature in Response to Assembly Bill 1748 (Chapter 600, Statutes of 1976) (December 1986)

86-36 1986 Reauthorization of the Federal Higher Education Act of 1965: A Staff Report to the California Postsecondary Education Commission (December 1986)

86-37 The State Appropriations Limit. The "Gann Ceiling." A Presentation to the California Postsecondary Education Commission by Kevin Gerard Woolfork and Suzanne Ness (December 1986)

86-38 Expanding Educational Opportunities for Students with Disabilities: A Report to the Governor and Legislature by the Intersegmental Planning Committee on Assembly Concurrent Resolution 3 (Published for the Committee by the California Postsecondary Education Commission, December 1986)

87-1 Statewide Fees in the California Community Colleges: A Report to the Governor and the Legislature in Response to Assembly Bill 1XX (1984) (February 1987)

87-2 Women and Minorities in California Public Postsecondary Education: Their Employment, Classification, and Compensation, 1975-1985. The Fourth in the Commission's Series of Biennial Reports on Equal Employment Opportunities in California's Public Colleges and Universities (February 1987)

87-3 Issues Related to Funding of Research at the University of California: A Report to the Legislature in Response to Supplemental Language in the 1985 Budget Act (February 1987)

87-4 The California State University's South Orange County Satellite Center: A Report to the Governor and Legislature in Response to a Request from the California State University for Funds to Operate an Off-Campus Center in Irvine (February 1987)

87-6 Interim Evaluation of the California Student Opportunity and Access Program (Cal-SOAP): A Report with Recommendations to the California Student Aid Commission (February 1987)

87-7 Conversations About Financial Aid: Statements and Discussion at a Commission Symposium on Major Issues and Trends in Postsecondary Student Aid (February 1987)

87-8 California Postsecondary Education Commission News, Number 2 [The second issue of the Commission's periodic newsletter] (February 1987)

87-9 Expanding Educational Equity in California's Schools and Colleges: A Review of Existing and Proposed Programs, 1986-87. A Report to the California Postsecondary Education Commission by Juan C. Gonzalez and Sylvia Hurtado of the Higher Education Research Institute, UCLA. January 20, 1987 (February 1987)

87-10 The 1987-88 Governor's Budget. A Staff Report to the California Postsecondary Education Commission by Suzanne Ness and Kevin Gerard Woolfork (February 1987)

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